



Cell Phone Turndowns

November 7, 2011

Average Monthly Hotline 95,500 \$100/M

Phone Numbers \$200/M

Source
Internet
Direct Mail
Telemarketing

Minimum Order:
5,000 records

Selections:
SCF \$7/M
Gender \$7/M

Format:
Diskette \$25/F
Mag Tape \$25/F
E-mail/FTP \$50/F

85% Net:
25,000 or more
\$6/M running

These people applied for cell phone service or credit offer, however they were declined as they did not meet a required Beacon score. They were then offered a variety of options:

- Posting a deposit of \$500 or more
- Obtaining service via a prepaid contract
- Enrolling in a "Pay as You Go" program

Many of the individuals on this list opted for one of these services, while others declined. Given their "less than perfect" credit, these consumers would be very responsive to a wide range of personal finance offers - including any consumer offer with easy payment terms.

Take advantage of the weekly hotline on this file to increase the ROI on your next direct mail or telemarketing campaign.

Recommended for: secured and subprime credit, pre-approved credit card offers, health insurance, home equity loans, business and self-employment opportunities, and pre-approved credit with a catalog purchase.

Terms and Conditions: Stated prices are for one time use only. Orders canceled before mail date are subject to \$10/M running charges and a \$50 flat cancellation fee. Orders cancelled after the mail date on purchase order, will be charged full price. We believe the information concerning this list to be accurate; however we do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.

