

# SMS Stored Value Merchandise Catalog Credit Responders

Average Monthly Hotline	115,700	\$110/M
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These consumers were redirected to a stored value card offer after being denied an unsecured purchasing credit line. They then applied for a stored value card to be used for a specific shopping catalog. A stored-value card represents money on deposit with the issuer, and is similar to a debit card. This is a unique responder hotline file of consumers who have applied for a stored value credit card, in an attempt to repair their credit.

These applicants are looking to improve their credit ratings and enjoy the convenience of shopping with a credit card. The average consumer spends \$250 a month on merchandise, and these consumers used their checking account to initially fund the stored value card via a check debit. These highly responsive individuals have responded to a catalog program where they can purchase thousands of items through a specific catalog and make convenient monthly payments on all products purchased.

Products include electronics, prepaid cell phone wireless plans, jewelry, clothing, gifts, computers, general merchandise, etc. These consumers make all orders and payments online and would be ideal for any catalog offer.

These catalog credit seekers consists of consumers who have applied for a catalog credit program & who are looking to rebuild their credit through the use of these offers and for the ease and great deals that these catalogs provide.

## Source

Opt in  
Direct Response

## Gender

42% Males  
56% Female

## Minimum Order

5,000 Records

## Format

Email	\$50/F
FTP	\$50/F

## Net Name Arrangement

85% Net  
25,000 or more  
\$6/M run charge

## Selections

SCF	\$7/M
Gender	\$7/M
Paid via:	-
Check Draft	\$10/M
Credit Card	\$10/M



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.