

Firm 7 Marketing

Tri Bureau Auto Triggers

SUMMARY

Auto Inquiry Triggers identify credit worthy consumers at the precise time they will be most receptive to your offer. Derived from inquiries into a consumers credit report, these prospects are actively searching for purchase or lease options. Firm 7 Marketing leverages inquiries from the three credit repositories to identify consumers who are in immediate need of an auto finance or lease option. Compiled daily, Auto Inquiry Triggers immediately reveal consumers in need of your services.

Updated
Daily

ADDITIONAL NOTES

Minimum Order:

2,500 records or \$750, whichever is greater.

Cancellation Charges:

\$100 flat

Sample Mail Piece and/or Telemarketing Script is Required.

DELIVERY & FORMATS

Formats:

Comma or Tab Delimited
Fixed - Excel - Custom

Delivery:

E-Mail or FTP	\$50.00
CD-Rom or DVD Rom	\$50.00
Diskette	\$50.00
3 x 5 Cards	\$15/m
P/S Labels	\$11/m

PRICING

Daily Triggers	\$750/M
Weekly Triggers	\$400/M
Daily/Weekly with phones add	\$50/M

SELECTS

Baseline Selects

Geography
Phone Numbers
Inquiry Days/Weeks Back
Much More...

Auto

Number of Repossessions
Number of Open/Past Vehicle Trades
Status of Open Trades
High Balance of Vehicle Trades
Much More...

Credit

FICO
Revolving Debt Balance
Bankruptcies
Much More...

Please call for full attribute guides for daily and weekly triggers.

CONTACT INFORMATION

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