

Underbanked Consumers

Postal Universe	2,684,799	\$85/M
Monthly Hotline	192,657	+\$10/M

AWI brings you Underbanked Consumers who are looking to establish and enter themselves in the world of credit. As you may know, there is a large sector of Americans who have infrequent or nonexistent relations with financial institutions. This market represents an excellent opportunity for financial institutions, catalogers, retailers who are looking to establish new relationships with these “underbanked” consumers.

Underbanked Consumers from AWI are the perfect prospects for banking offers, catalog credit offers, highly promotional offers, discount shopping, sub-prime financial offers, insurance offers, and much more! Be first in the mailbox with AWI!

AWI is your multi-channel solutions partner, your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly or weekly and published quarterly. Please inquire about usage.

Visit us at andrewswharton.com for all your marketing needs!

To place an order or for more information please email us at becertain@andrewswharton.com.

LAST UPDATED

4/1/2021
Counts updated monthly, published quarterly.

SELECTS

Monthly Hotline	\$10/M
Geo/Geographical	\$10/M
Gender/Sex	\$10/M
Age	\$10/M
Income	\$10/M
Phone Number	\$65/M

ADDRESSING

EMAIL/FTP \$50/F

MINIMUM ORDER QUANTITY

Postal Universe 12,000

NET NAME AVAILABLE

85% on orders ≥ 50000 \$10/M Run Charge

REUSE AVAILABLE

Minimum Reuse Order 6,000

ADDITIONAL INFORMATION

Source Compiled Lists

TRACKING CODE ID

NextMark ID 500086

SRDS ID 993696-0

Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required. Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs. Email orders cancelled after creative testing subject to \$150 cancellation fee per order.