

For over 20 years FMP Direct has specialized in providing the highest quality consumer lists. All enhanced with a variety of data elements for your targeted marketing needs.

### **New Movers Register<sup>SM</sup>**

[Target the freshest new movers - largest universe available.](#)

For over 20 years FMP Direct has been compiling its exclusive New Movers Register<sup>SM</sup>. Processed daily from timely sources. Weekly and monthly hotlines are available.

### **Brand New Homeowners**

[Reach them while they are most responsive.](#)

This list of people who have recently purchased a home is compiled daily from deed registrations and mortgage data. Weekly and monthly hotlines are available.

### **Access America Databank<sup>SM</sup>**

[Reach virtually every qualified prospect in America.](#)

This list provides detailed information on over 235 million Americans and 115 million households, compiled from numerous sources including public record data.

### **Access American Homeowners<sup>SM</sup>**

[Contact the American homeowner market with ease.](#)

An important market segment and are in need of everything from home accessories to insurance & credit cards and due to time constraints are prone to catalog/online shopping.

### **Active Singles/Credit Card Shoppers**

[Target single credit card buyers when their needs are the greatest.](#)

This file of active singles, widows/widowers, and divorcees is updated monthly to keep pace with this dynamic group of American credit consumers.

### **Affluent Sportsmen**

[Target sportsmen across the country.](#)

These individuals believe in the true American heritage of camping, hunting & fishing. Representing the *outdoor enthusiasts* that take their outdoor passion seriously. Updated monthly.

### **America's Renters**

[Target the American renter market with ease.](#)

Renters tend to include active singles, single parents, young families, etc. whose needs are varied. Extra demographics easily target the most desirable households. Updated monthly.

### **Business Professionals at Home**

[Target 18 million + business people/professionals at home.](#)

Contact the exact audience necessary by job. Offering business people/professionals selectable by job title at their home address. Updated monthly.

### **Consumers Without Credit**

[Contact American consumers who are in need of credit.](#)

Target these individuals who aren't active credit card shoppers or have difficulty establishing credit. Includes those who don't possess a bank or major retail credit card. Updated monthly.

### **Credit Cravers and Abusers**

[Reach hotline credit cravers and abusers now.](#)

Offered exclusively by FMP Direct, these highly responsive individuals have replied to numerous financial offers. Reach credit dependent individuals or credit abusers with this file.

### **Ethnic Households**

[Contact ethnic credit card shoppers.](#)

This national file of active ethnic credit users is updated monthly from numerous sources and includes virtually every nationality group.

### **Families With Children**

[Families with over \\$1 trillion in annual spending power.](#)

FMP Direct's relationships with national sources has created this extensive file of households with children; a national file of families w/children under the age of 18. Updated monthly.



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## **Financial Hard Times**

Consumers experiencing financial hardships.

Reflecting those who have encountered a bankruptcy or the difficult economic times some are experiencing. The file is NCOA processed monthly.

## **General Business**

One of the largest business files in America.

This very selectable database will assist you in developing relationships with other businesses of interest.

## **Generational/Millennial Files**

Reach these responsive generation age targets.

Target major lifestyle changes – graduation, career changes, marriages, retirement, etc. Compiled from a variety of sources and updated monthly.

## **Interests and Behaviors**

Identify prospects likely to buy your product or service.

Consumer data is gathered through surveys, product registration cards and questionnaires. Identify prospects most likely to buy your product or service based on their interests and lifestyle behaviors.

## **Mail Order Buyers**

Reach almost every active mail order buyer.

Marketers can target practically every mail order buyer in the country. Individuals on this file are active buyers and multi-mail order buyers are identified. Updated monthly.

## **National Credit Register<sup>SM</sup>**

Credit cardholders likely to buy your products and services.

Credit card users compiled from numerous sources. Enhanced with a variety of elements identifying active credit card shoppers. Updated monthly.

## **New Credit Additions<sup>SM</sup>**

Contact new shoppers while they are in a buying frenzy.

These new additions to FMP Direct's financial databases include credit buyers such as new homeowners, recent card recipients, card renewals, reactivated credit shoppers, etc.

## **Online Buyers**

One of the largest sources of online consumers.

Over 32 million households rely on home computers. These consumers have bought a variety of technical products. Sourced from online product registrations. Updated monthly.

## **Resident/Occupant File**

One of the largest sources of online consumers.

This address file is updated every month in conjunction with the U.S. Post Office, making it the freshest, most deliverable mailing list available. Clients have the ability to order addresses by Carrier Route, ZIP, County or State and all addresses have been DPV approved.



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For assistance or more information contact FMP Direct. With offices in Libertyville, IL, Philadelphia, PA, Denver, CO and Scottsdale, AZ.

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