

MaxConsumer - Financial Investors

SEGMENTS		
Segment Name	Segment Count	Rate
Total Universe / Universe Rate	100,000,000	\$100.00/M
Investor Active	8,869,000	\$120.00/M
Investor Real Estate	9,039,000	\$125.00/M
Investor Stocks	1,392,300	\$125.00/M
Investor Reads Financial News	8,023,000	\$125.00/M
Investor Money Seeker	9,494,000	\$125.00/M
Investor Group Investment	6,105,700	\$125.00/M
Investor Foreign	3,056,000	\$125.00/M
Investor Estimated Property Owner	7,001,000	\$125.00/M

MEDIA TYPE
Consumer
Email, Postal, Phone

SOURCE
Compiled lists

GEOGRAPHY
USA

OPT-IN
Opt-in

SELECTS	
Description	Rate Units (N/C)
AGE	\$15.00/M
GENDER	\$5.00/M
GEO SELECT	\$15.00/M
HOUSEHOLD INCOME SELECT	\$15.00/M
EMAIL	\$20.00/M
PHONE NUMBER	\$20.00/M

AVERAGE INCOME	
Value	not available

GENDER	
Male	55.00%
Female	45.00%

MINIMUM ORDER	
Minimum Quantity	5,000
Minimum Price	\$500.00

REUSE	
Please inquire	

CANCELLATION	
Charges	\$150.00/F

KEY CODING	
Key Coding is available	
Charges	\$5.00/M

ADDRESSING	
Name	Rate
EMAIL	\$50.00/F
FTP	\$50.00/M

IDENTIFICATION CODES	
NextMark ID	256303
mIn ID	348825
SRDS ID	

MAINTENANCE	
Market Entry	03/03/2025
Counts Through	03/03/2025

DATA CARD MAINTENANCE	
New To System	01/28/2009
Last Update	03/17/2025
Next Update	06/03/2025
Update Frequency	QUARTERLY

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	0%
Minimum Quantity	5,000
Run Charges	

DESCRIPTION

MaxConsumer powered by Anchor. The finance industry gains a powerful tool for optimizing risk assessment, customer acquisition, and product marketing. With detailed data on credit ratings, household income, investment activity, and mortgage history, financial institutions can target consumers with precision, offering tailored banking products, credit solutions, and investment opportunities. Whether identifying potential homeowners for mortgage lending, high-net-worth individuals for wealth management, or payday loan seekers for short-term financial services, MaxConsumer provides the intelligence needed to match the right financial products to the right consumers. By understanding a consumers financial standing, spending capacity, and borrowing behavior, banks and lenders can reduce default risks, enhance loan approvals, and maximize financial product adoption.

Contact:

Steven Stolls | Anchor Computer, Inc.
Senior Vice President, Sales
631-306-9301 | Steve@AnchorComputer.com

EXCHANGES

Exchange is not allowed