Marigold Technologies

TJ Downey

Payday Loan Recipients by Marigold

Target a high-intent audience of payday loan users with immediate financial needs and strong marketing responsiveness.

SEGMENTS

1,302,992	TOTAL UNIVERSE / UNIVERSE RATE	$80/M

ID NUMBERS

MANAGER	
NEXTMARK ID	**336072**
MIN ID	**336072**
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Compiled lists, Multi Sourced, Direct response

GEOGRAPHY

United States

OPT-IN

DATA CARD MAINTENANCE

LAST UPDATE	**1st of the Month**
NEXT UPDATE	**1st of Next Month**
UPDATE FREQUENCY	**Monthly**

DESCRIPTION

Marigold's Payday Loan Recipients file delivers a focused, transaction-driven audience of consumers who have demonstrated recent or recurring usage of short-term lending services. Compiled from robust, multi-source financial and behavioral data, this file identifies individuals who actively engage with payday loans and other alternative financial solutions to manage cash flow, cover unexpected expenses, or bridge income gaps. These consumers often exhibit immediate financial needs, high responsiveness to relevant financial offers, and strong engagement with direct marketing channels, making them ideal prospects for financial services, credit solutions, debt relief programs, and related products. With actionable insights and proven responsiveness, this audience enables marketers to deliver timely, relevant messaging that resonates with consumers seeking financial flexibility. Leverage this targeted audience of Payday Loan Recipients by Marigold now to drive measurable response and maximize ROI for your next campaign!

PROFILE

SELECTS

AGE	$5/M
HOTLINE	$5/M
INCOME SELECT	$5/M
AGE OF CHILDREN	$5/M
MARITAL STATUS	$5/M
GENDER/SEX	$5/M
HOME OWNER	$5/M
DATE OF BIRTH	$5/M
PHONE NUMBER	$5/M
GEO	$5/M
LIFESTYLE SELECT	$5/M
ETHNICITY	$5/M

MANAGER

Marigold Technologies
http://www.marigoldtech.com

GENDER

MALE	**0%**
FEMALE	**0%**

AVERAGE INCOME

VALUE	**0**

MINIMUM ORDER

MINIMUM QUANTITY	**0**
MINIMUM PRICE	**$500**

COMMISSIONS

BROKER	20%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS NOT ALLOWED

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

REUSE IS NOT ALLOWED

CANCELLATION

CHARGES	$0/F

KEY CODING

KEY CODING IS AVAILABLE

CHARGES	$10/M

ADDRESSING

CD	$50/F
MAG TAPE	$50/F
FTP	$50/F
PS/2 LABELS	$20/M
CHESHIRE LABELS	$20/M

SPECIAL INSTRUCTIONS

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX

* = PRIMARY CONTACT