



## THE SUB PRIME CREDIT FILE

**Background** The Sub-prime credit file has been developed using the latest credit scoring systems, allowing you to accurately target only those consumers who are currently experiencing debt or credit problems. This database has proven itself as an excellent source of leads for Debt management, IVA's and secured / unsecured lending.

Data is contributed to the Sub-prime credit from over 83 financially related UK companies from public domain or opt-in sources. Data supplied provides information on an individual's financial status, life-cycle, family composition and credit habits.

Whether you are promoting debt management, IVA's, secured or unsecured lending or property buy back schemes, we have developed selection models to suit.

**Volume** 4,473,762

**Available Data** Name

Home address

Postcode

**Selections**

**Available** 300+ selections available via our syndicated multiple overlay platform.

Example selections include: Credit rating

Credit history

Credit activity

Age

Arrears profile

CCJ profile

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