

DEBT SETTLEMENT & CONSUMER CREDIT LEADS & DATA

McGRAW specializes in debt relief and debt consolidation leads and bringing them to you! With our expansive database, we offer personalized leads unique to your business needs.

DEBT LEAD GENERATION

Focusing on debt relief and debt consolidation leads, we use various essential techniques to generate the highest quality leads possible:

- Public Data Entries
- Online/Offline Ads
- Digital Media
- High Credit Utilization
- TV, Internet, and Radio Ads
- Telemarketing
- Email Marketing
- 30/60/90 Defaults

WE TARGET YOUR NICHE

The average American has over \$15,000 in credit card debt. We have the data relief "lists" your business needs:

- Cell Phone Lists
- Email Lists
- Direct Mail Lists
- Real-Time Leads
- Aged Leads
- Consumer Delinquencies and High Utilization of Credit
- Call Transfers

**MCGRAW HAS THE UPPER
HAND IN LEAD GENERATION.**



MCGRAW DEBT LEADS & CALLS

The McGRAW debt file contains consumers that are carrying an average of \$17,000 in credit card debt. Please contact us to discuss the many options available.

- 2,500,000 Total Universe / Universe Rate Segments, \$65.00/M
- 70,000 5-30 Day Hotline Segments, \$20.00/M
- 60,000 30-60 Day Hotline Segments, \$10.00/M
- 70,000 60-90 Day Hotline Segments, \$5.00/M
- 1,000 Daily Transfer, \$1.00/EA
- 100 Live Call Transfers, \$60.00/EA
- **Debt Leads Available:** Real Time Daily Feeds \$1.00 (per record)
- **Aged Leads Available:** Aged Leads 30-180 days \$0.20 (per record)
- **Live Call Transfers:** \$60.00 (per call), We will deliver live calls with the recipient on the other end and transfer them real time. These candidates are pre-qualified through our call centers prior to transferring call.

SERVICES WE OFFER FOR B2B AND B2C



DATA PROCESSING

Data hygiene, enhancement, appends, and more to make your data actionable.



ACQUISITION EMAIL

Acquire new customers with permission-based emails to custom target audiences.



DATABASE SERVICES

Marketing, prospect, and analytic databases built to power your growth.



LEAD GENERATION

B2B and B2C lead gen via opt-in digital placements and co-branded emails.



DATA MONETIZATION

Monetize your data with our end-to-end list management service.



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