



Media Source  
SOLUTIONS

# Fair Lending Friendly Audiences



## Reach consumers who are FLA-approved for your credit offers

Are you struggling to reach consumers who meet all the requirements of the Fair Lending Act in your marketing campaigns? Media Source Solutions has done the hard work for you with our Fair Lending Friendly audiences.

Ideal for prospecting and customer reactivation, these audiences are all FLA-approved and are omnichannel, meaning they can be used across direct mail, email, mobile, social, display, CTV and other digital channels.

Our audiences include:

- Automotive Offers
- Charitable Causes
- College Student Credit Offers
- Home Décor & Garden Offers
- Travel Offers

Get started with our Fair Lending Friendly audiences - available for omnichannel marketing, onboarding, and DSP delivery and licensing.

## Why Fair Lending Friendly Audiences?

### → Omnichannel Marketing

Reach FLA-approved consumers across a variety of channels

### → Extensive Reach

Our audience data provides extensive reach with demographical, behavioral, and purchase history selects available

### → Improved Conversion Rate

Our audiences are made up of individuals who with a high intent to purchase



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