

Getting the Most Out of Your Mover Marketing

Movers are a lucrative market for a wide variety of brands, but marketers may not be getting the most out of their mover programs.

Our population is on the move...



30 Million people will move this year



~60,000 people move each day



Movers will spend about **\$9,000**



And will likely engage **71** new brands



Within the first **3 months** of their move

...and engaging a wide variety of brands.



Retail



Banking



Cable & Satellite TV



Insurance



Other goods & services

1 Leverage the Mover Cycle

The Mover Cycle is comprised of distinct phases. Movers are not a monolithic group.



Premovers
Home Listed



Premovers
Under Contract



New Movers
New Home



Spending habits change greatly throughout the move cycle



Target the right mover with the right message at the right time.

2 Refine Your Strategic Focus



Abandon status quo "Spray & Pray" strategies..



Adopt value-based, ROI-driven strategies...



...that view mover lists as a marketing cost



...that view mover data as a strategic investment

Quality Mover Data...

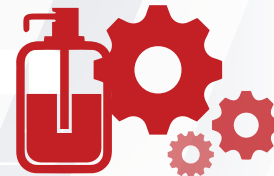
...is multi-sourced



...updated daily



...& cleansed extensively



It may cost more upfront...

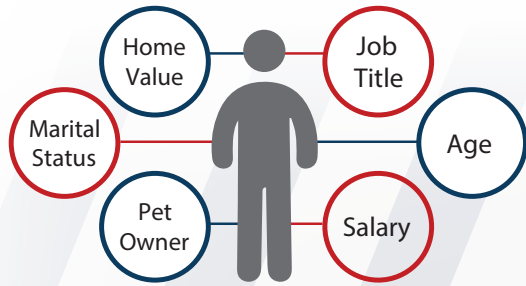


...but it increases response rates, improves ROI and reduces costs.

3 Take Your Mover Programs to the Next Level

Lifestyle Data Overlays

Take movers from the unknown to known



CRM Matching

Enhance customer retention & acquisition



Geotargeting

Precision target movers based on trade area



Footprint-to-footprint



Moved within footprint



Moved outside footprint



Moved inside footprint

Data Modeling



Predictive Response Models identify your most responsive, highest spending or most profitable new movers

4 Engage Across Multi-Channels

Connect with movers through preferred channels with up-to-date contact data and drive engagement, response, satisfaction, and loyalty.



Mobile Ads



Desktop Ads



Email



Direct Mail