



NewMoversMail.com Data Approach

In nearly every consumer product or service vertical, households who are moving represent the largest strategic threats and opportunities. These households are changing service providers and making purchase decisions. They are prime candidates for retention, acquisition or development/cross-sale. At no other discrete life-stage is there more opportunity to retain or gain customers than during a move.

NewMoversMail.com maintains comprehensive Premove and Postmove databases. Our differentiation from other providers is how we **multi-source** the data each week.

There are many sources in the data market that provide new mover data – all with a different method for obtaining the lead – (public deed records, financial/mortgage records, telco and utility companies). No single source provides the entire new mover universe; and each obtains the data at different timeframes. For instance, public deed data varies significantly county by county. A multi-source approach fills in the gaps by overlapping these sources and selecting the freshest leads available.

NewMoversMail.com Program

Postmove:

- Reach more of the moving universe
- Freshness – closest to move event
- Previous address on 30%
- Renter vs. Homeowner
- SFDU vs. MFDU
- First Time Homebuyers
- Foreclosure Buyers

Premover:

- Multi-sourced through listings sources
- Appraisal Flag - ~30 days from closing
- 30-60 Day predictive model
- Houseographics – size, rooms, listing price, etc.
- Renter premove available

Credentials:

Our Premove and Postmove data have been used for over 12 years by Fortune 50 companies. Below are summary results:

Fortune 50 Retail Home Improvement:

- 12 year continuous program
- ROI >230%
- Consistent incremental response and sales
- Incremental response >300 basis points

Home Furnishings Retailer:

- Response Rate = 0.97%
- Advertising to Sales Ratio = 4.6%

National Moving and Relocation Company

- 5 year continuous program
- Consistent qualified agent lead source
- ROI >300%

Fortune 10 Telecom and Wireless:

- 8 year continuous program
- Consistently highest ROI program in Mover portfolio

Additional Selects Available:

Your New Mover marketing activities can be refined and supplemented with additional selections to target the most responsive audience to your product or services. Additional selections include:



Premove	Postmove
Renters – target renters who have applied for a new lease.	Renters – identify apartments and likely SFDU rental properties.
Houseographics – property size, lot size, listing price, # of rooms, roofing type, HVAC, sold date	Demographic and Houseographic appends.
Foreclosure or Shortsale listing	Foreclosure or Short Sale buyers
Appraisal Triggers	First Time Homeowners
Closing/Sale Trigger	Investor Properties
	Previous Address