

MARKET TO MOVERS

When it Matters Most





Each year, 36 million people move.

During the year surrounding this big life event, movers make approximately 72 brand-related decisions and spend nearly \$9,000. For brands that are products and services, especially top of mind for those in the "moving mindset", reaching individuals at the exact right time is key.

Alliant and Speedeon Data analyzed the purchase performance of one million US movers to help brands better understand the key timeframes for their specific verticals. Here we will cover an overall picture of new movers, with a deeper dive into each category in subsequent installments. Be sure to sign up to receive the latest reports as soon as they are released!

» NEW MOVERS SPENT OVER 200% MORE

On delivery aggregators throughout a 39-week sample period.

» NEW MOVERS SPENT \$900 MORE ON AVERAGE

On delivery and mover services.

» NEARLY 3X ORDER VALUE

In the 4 weeks leading up to a move.

Key Spending Categories



FURNITURE

Appliances, home furnishings and other residential upgrades



IMPROVEMENT

Home improvement needs such as paint, light and plumbing fixtures and new flooring



SERVICES

Phone, cable/satellite and home security services



MOVING

Moving services such as trucks and self-storage

Hyper-Spend by Week

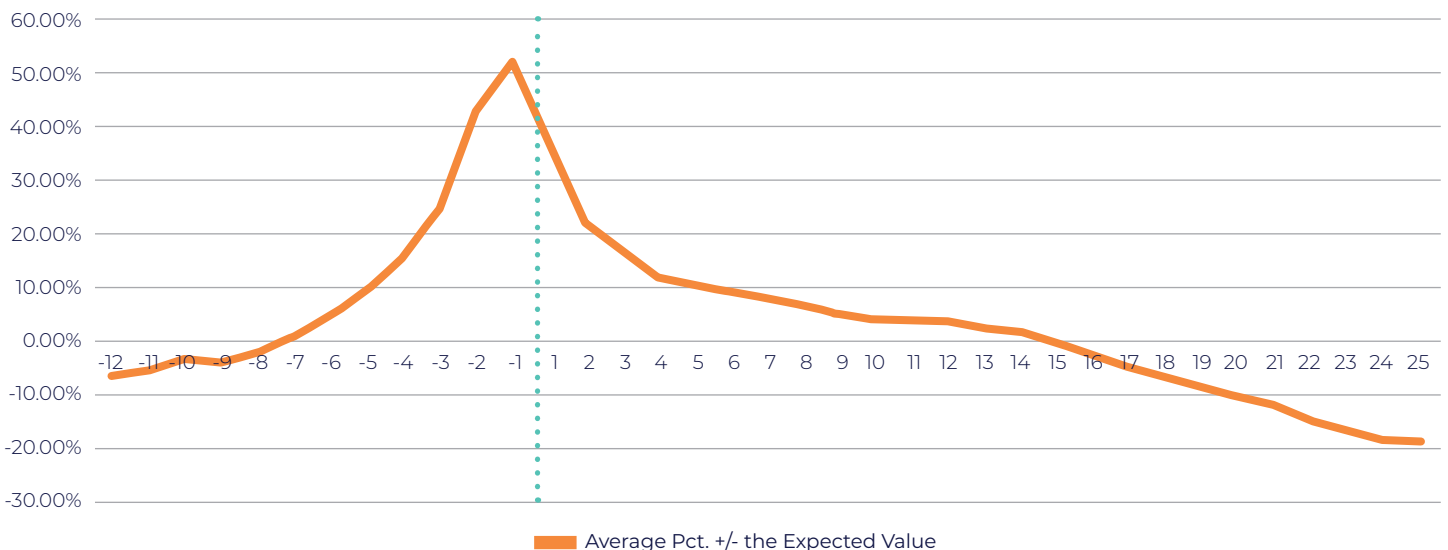


Due to the hectic nature of moving

Individuals will find themselves in-market multiple times within key categories during their mover journey. Understanding where in the journey buying decisions are made is an important part of effectively marketing to and messaging movers; Hyper-Spend by Week plots mover spend relative to where the mover is at in their journey.

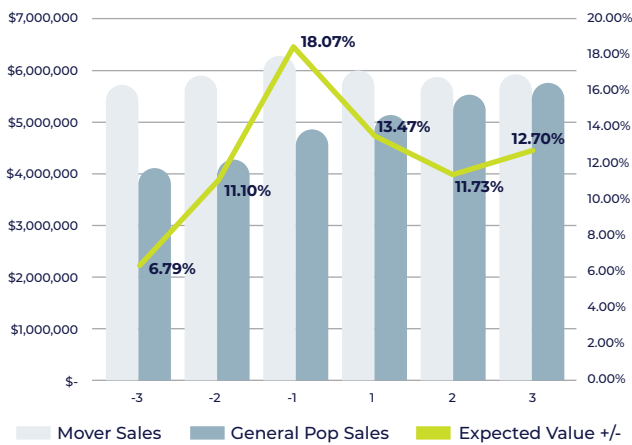
In the table below, the dotted vertical line between -1 & 1 represents the move event (i.e. when the mover is at their new place of residence). Mover spend is plotted in relation to this event with the x-axis representing weeks before and after the move and the y-axis representing the % of spend tracked within the category. Total spend for the mover group, pre- and post-move is also reported within this chart for a high-level read on overall audience buying activity.

Percent of sales by New Movers vs. General Population

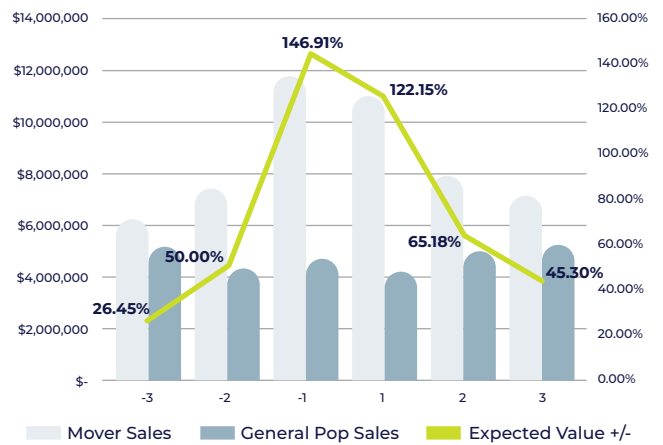


Estimated Annual Spend

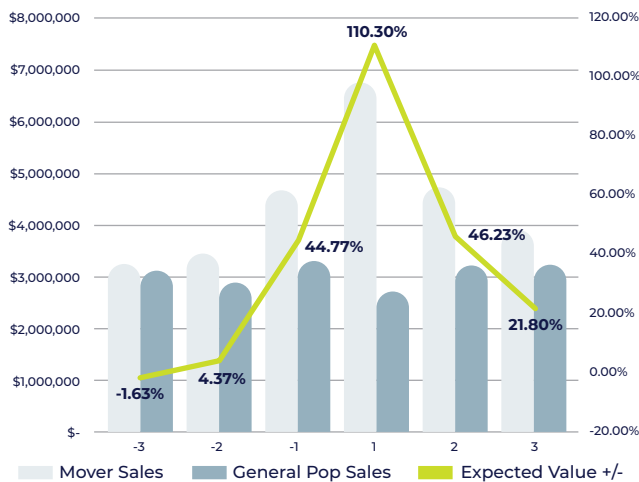
New Mover Spend on QSR (Quick Service Restaurants)



New Mover Spend on Electronics



New Mover Spend on Home Security Systems



» NEW MOVERS SPEND AN AVERAGE OF \$9,000 PER MONTH.

Movers are ideal for customer acquisition, retention, and CRM matching.

They will need an array of products and services both in the months leading up to their move and the months following. **New movers are focused on:**

Must-haves: Obtaining mortgage pre-approval and researching homeowner's insurance.

Browsing: Researching major purchases, such as furniture and appliances.

Making the Switch: Renewing or canceling various subscriptions and contracts such as cable and internet.

Big Purchases: Buying furniture, appliances, and other big-ticket items.

Customizing: Seeking a variety of home improvement products and services to help get settled.

Getting Settled: Opening new checking accounts.

Methodology

How we did it

Speedeon Data and Alliant partnered to evaluate actual spend behavior of U.S. movers before, during and after their move date. To understand changes to spending behavior during these critical windows of time, a random sample of one million mover households were matched to the Alliant DataHub, a unique source of billions of consumer transaction data points. Additional demographic, social interest, and geographic data points were included in the analysis to provide a comparative view between new movers and the general population.

Key Timeframes:

Before: 3 months before the move date

During: 3 months after the move date

After: 6 months after the move date



General Population vs. Movers

In order to effectively measure lift in buying behavior and the opportunity associated with marketing new movers, a “control” general population of non-movers has been created for this analysis.

Specifically, mover spend is measured against the general population (non-mover spend) during a comparable timeframe with volumes of each audience normalized for an apples-to-apples comparison.

Spend & Present Value Lift

Spend and Present Value Lift tracks monthly spend for movers compared to the general population sample. Present Value Lift compares how the average new mover spend compares to the average spend of non-movers for the month.

Any time that the % is positive, new movers are spending more than the average spend of non-movers. Note that there may be times when mover spend is down to the general population due to where the mover is at in their journey.



About Alliant

The Alliant DataHub — built on billions of consumer transactions, an expansive identity map, advanced data science and high-performance technology — enables marketers to execute omnichannel campaigns with responsive consumers at the center. As the only data cooperative that utilizes transaction-level details about each and every purchase — including all “positive” and “negative” behaviors, Alliant is able to predict the likely economic performance and lifetime value of each consumer. The same data and analytic techniques Alliant uses to create acquisition audiences can be leveraged throughout the marketing funnel with Data Enrichment and Predictive Modeling solutions. Data security and privacy have been core values since day one, with continual validation of our people, processes, and data through meaningful certifications such as IAB Tech Lab Data Transparency Standards, Neutronian NQI and Truthset quarterly quality scorings.

About Speedeon

Since 2008, Speedeon Data has been enabling leading brands to achieve remarkable success through data-driven insight, impactful customer engagement, and measurable omni-channel marketing deployment. Speedeon Data consistently achieves top ranks in truth{set}s third party data accuracy verification scoring and is an industry leader of life event focused data and marketing.

Through its robust data management platform, Speedeon enables clients to maximize their return on marketing investment by utilizing the highest quality lifestyle, life stage and customer identity data in the development of innovative solutions, including data enhancement, advanced data segmentation and predictive modeling, digital and other direct marketing deployment strategies.

For more information on Speedeon Data visit SpeedeonData.com or email info@speedeondata.com