

NEW MOVER DATA

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 offer products and services, especially top of mind for those in the "moving mindset", reaching individuals at the exact right time is key.

Welcome to the neighborhood!

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:**

PRE-MOVE:



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 cancelling various subscriptions and contracts such as cable and internet.

POST-MOVE:



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

It is important to make it easy to find and buy from your brand.
Consider using targeted direct mail and email campaigns.

OUR APPROACH

Speedeon's New Mover Data is rigorously tested and multi-sourced from:

- Change of address forms including subscriptions
- U.S. census bureau
- County records, courthouse filings and title companies
- Telco's including phone, utility and cable connects and disconnects

Our mover data is updated daily and undergoes additional data enhancements and verifications such as CASS and NCOA. In addition, our New Mover Data undergoes rigorous analysis, quality assessment and third-party verification.

DID YOU KNOW?

1 MOVING ISN'T FREE

New movers' spending behavior averages \$9,000 per move (9X more than that of a non-mover during the first 12 months), with annual new mover expenditures exceeding \$150 billion. **Focus USA*

2 ACCELERATED SPENDING HABITS

Because new movers are adjusting to a new environment, they are most likely to also adjust their spending habits. Studies show that new movers spend more in their first six months than a typical consumer does in 3 years! **Welcomemat service*

3 TIMING IS CRITICAL

Contacting new residents within 60 days of their move is 80 times more successful than contacting an established resident. **sproutloud*



Speedeon's New Mover Audience:

Total Yearly Volume	25,805,213
Average Monthly Volume	2,150,434
Average Weekly Volume	496,254
Average Daily Volume	70,699
% with Phone Available	5.1%
% with Email - Acquisition Email Deployment	37.3%
% with Email - Social Media Onboarding	46.9%
% Prior Addresses Available	69.1%

WE CAN DRIVE YOUR BRAND FORWARD

If you need to scale or find unique audiences, you're in the right place. Our team of strategists, data scientists and marketers are ready to go the extra mile to solve your marketing problems. Ready to get started? **Contact us at info@speedeondata.com.**