

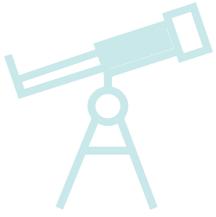
A White Paper

The Value of Quality Mover Data

A Supplement To “A Definitive Guide To Getting The Most Out Of Your Mover Marketing”



OUR POINT OF VIEW



Movers, with their propensity for heavy spending and brand switching, are a valuable consumer segment for brands across a wide-range of industries. Unfortunately, many marketers are locked into conventional marketing strategies that focus on cost savings rather than return-on-investment, and view mover data as a marketing cost rather than a strategic investment.

Marketers need to develop more sophisticated mover marketing strategies that adopt value-based, ROI minded, and data-driven approaches, and that begin by leveraging high-quality mover data. By doing so, they will be able to more fully realize the potential of the mover life cycle and its lucrative mover constituents.

KEY TAKE-AWAYS:

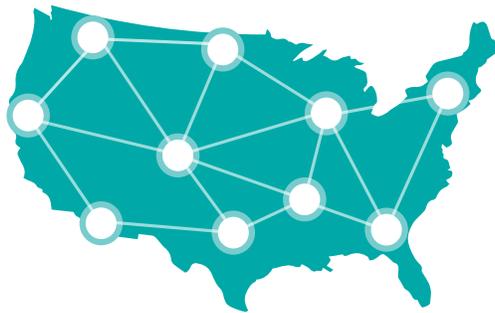


- 1** Marketers need to replace conventional, low-cost, high-volume “Spray & Pray” strategies with value-based, ROI-driven approaches.
- 2** Mover data must be seen as a strategic investment rather than a marketing cost.
- 3** The value of mover data can be further enhanced through various data-driven strategies.

THE U.S. POPULATION IS ON THE MOVE (AND IS SPENDING!)

Up to 30 million people will move this year.

Up to 30 million people will move this year, and almost 60,000 people move every day. These homeowners and renters are also extremely active consumers. In fact, the average mover spends \$9,000 on a variety of products and services and engages more than 70 new brands within the first three months of relocating.



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

Their elevated spending and brand switching propensities make movers a highly desirable target audience among nearly every major consumer category, including retail, banking, cable and satellite television, insurance, and other product and services categories.



Retail



Banking



Cable &
Satellite TV



Insurance



Other goods
& services

MOVERS ARE NOT A MONOLITHIC GROUP

Movers pass through three phases within the move process, which include:

- Premovers - home listed
- Premovers - home under contract or sold
- New Movers - movers who have recently relocated

PREMOVERS – HOME LISTED

Homeowners, when first putting their houses on the market, are typically looking for goods and services to increase their homes' curb appeal, including: contractor services, lawn care and landscaping, home furnishing and other residential upgrades. They may also be interested in home improvement loans, or even mortgage pre-approvals with regards to their future home.

These early-stage premovers present significant customer acquisition and retention

opportunities, for retailers, banks, mortgage companies, and other product and service providers.

And, because nearly 50% of all home moves are within town, cable and satellite TV companies and similar service providers are able to reduce customer defection by maintaining contact with premove customers during this vulnerable transitional period.

PREMOVERS – HOMES UNDER CONTRACT OR SOLD

As premovers enter into sales contracts on their existing homes, they typically relocate within 45 days. No longer focused on increasing curb appeal or sale price, these impending movers now switch to goods and services needed just before, during, or after their move, such as: mover concierge, moving and storage, self-storage, and truck and equipment rental.

By targeting these later stage premovers, marketers establish important relationships with new customers, and proactively retain the loyalty of existing customers – before they are inundated with new-to-the-neighborhood solicitations from competitors.

NEW MOVERS – NEWLY RELOCATED NEW MOVERS

Once a new homeowner has relocated, their product and service needs, brands affiliations, and resulting purchase behaviors change most dramatically, and include a wide variety of goods and services:



- Bank Accounts
- Utilities
- Grocery/Dining
- Cable & Satellite TV
- Home Appliances/
Soft Goods



- Home/Renters/Condo Insurance
- Home Security
- Interior Design/Home Improvement
- Home Improvement Loans
- Furniture/Fixtures
- Cabinets, Countertops, Flooring



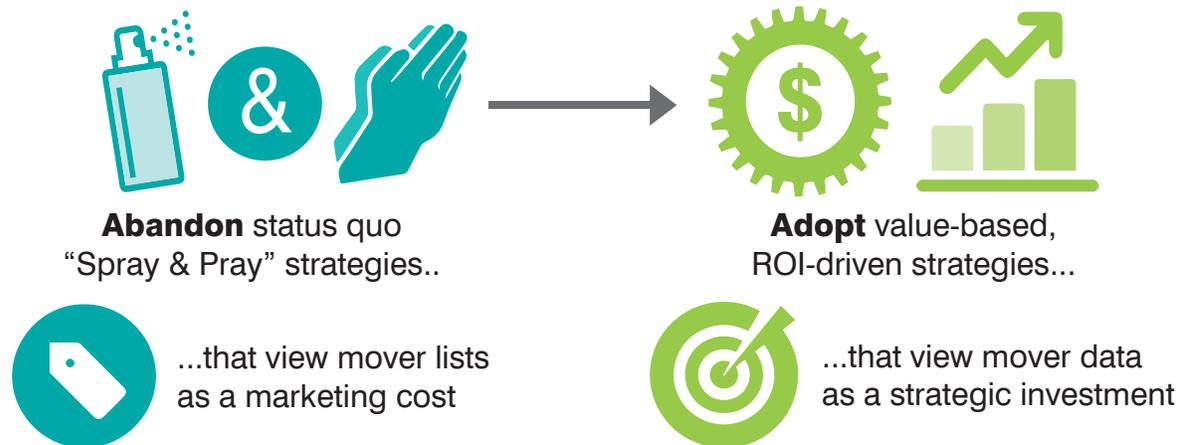
- Auto Repair
- Cosmetic/Haircare
- Clothing

Movers represent an evolving target, whose behaviors and brand relationships throughout the cycle are dynamic. Effective campaigns must examine each stage carefully to determine opportunities for more timely and relevant consumer engagement.

REFINING YOUR STRATEGIC FOCUS

Conventional mover marketing approaches do not take into consideration the different stages that movers pass through and the corresponding changes in product and service needs and purchase behavior. As a result, too often marketers focus on high volume, low cost “Spray & Pray” campaigns

that saturate large, non-segmented new mover lists with undifferentiated marketing offers. Instead, marketers should adopt value-based, ROI-driven approaches that consider the quality of the underlying mover data, and its impacts on topline campaign metrics or bottom line results.



SUCCESSFUL MOVER MARKETING BEGINS WITH HIGH-QUALITY MOVER DATA

The foundation of any mover marketing program is its underlying mover data, which is typically compiled from common sources. Premover lists are gathered from publicly available and compiled “home-for-sale” listings. New mover data sources include: Directory Assistance data, NCOA/Postal change of address, utility connects, and deed records.

Given common origins, one could assume that all mover data is pretty much the same. But, not all mover data is created equal. The quality of mover data is dependent on two basic factors: speed and accuracy. The speed in which data is available for use once a home is listed, sold or newly occupied. The accuracy of the names, addresses, phone numbers and emails contained within the list.

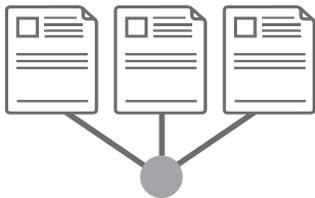
* The quality of mover data is based on speed & accuracy.

Factors determining data accuracy include:

- **Data Sources:** Data accuracy increases with the number of underlying sources. High quality contact data requires thousands of underlying sources.
- **Update Frequency:** Data accuracy increases with update frequency. High quality data is updated daily.
- **Data Processing:** Within daily or even weekly data updates, in which movers are determined by monitoring added and deleted directory listings, there is typically 10%-35% inaccuracy or “noise” associated with “false-positives” and normal data churn. Sophisticated data processing algorithms quarantine and process mover data on a rolling basis, eliminating data noise and mover data accuracy to virtually 100 percent.
- **Data Hygiene:** High quality contact data goes through extensive data hygiene, including CASS™ Processing, NCOALink® Processing, and Secondary Address Processing.

* Quality mover data...

...is multi-sourced



...updated daily



...& cleansed extensively



Invest in High Quality Data

Historically, new mover data has been slow to compile with lists typically becoming available 21-28 days after a move date. These are acceptable timeframes for marketers who view mover lists simply as a marketing cost and purchase the most data at the lowest price for use in “Spray & Pray” marketing campaigns.

By sending direct messages several weeks after a move – after new residents have made most of their important purchasing decisions - marketers forego prime opportunities with these lucrative consumers. Reaching movers early in their purchase cycle is critical, and is often the most influential factor in acquiring a new customer.

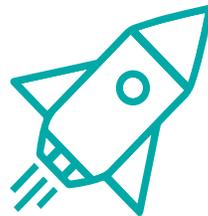
Considering data costs are typically a small percentage of overall marketing expenditures, cost-driven strategies sacrifice significant topline revenue and return-on-investment, while achieving relatively small bottom line

savings. Marketers are better off investing in mover data that is accurate and current (e.g., available in some cases within 24 hours of moving). Generating higher response rates, topline revenue and return-on-investment outweighs the relatively small cost increases to the bottom line. Higher quality mover data may cost more, but in the long-run it more than pays for itself.

Quality mover data is available within
24 hrs
of a move.



It may cost more upfront...



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

TAKING MOVER PROGRAMS TO THE NEXT LEVEL

Marketers can further leverage mover life cycle insights and their investments in high quality mover data through a range of data methodologies and solutions, including: data overlays, CRM matching, and data modeling. These approaches enable marketers to improve overall marketing performance by:

- Gaining added insight into current or prospective customers on the move
- Augmenting existing segmentation strategies
- Refining messages and offers
- Identifying the best performing movers, and key attributes of these segments

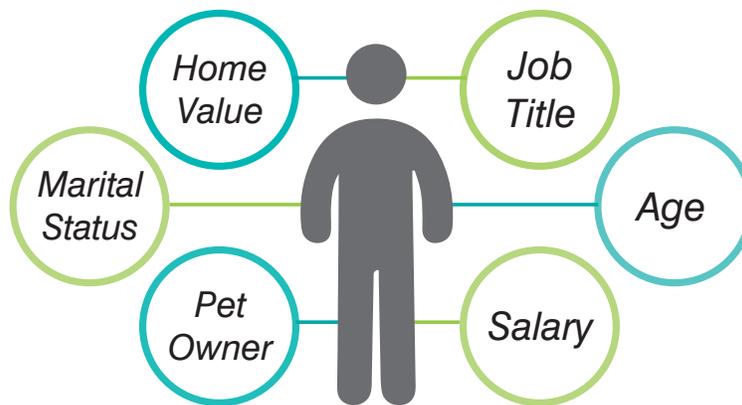
THE POWER OF DATA OVERLAYS

Other factors can impact a mover's behavior, such as a mover's household income, credit history, home value, marriage status, presence of children, and other demographic attributes.

Using data overlays, marketers can gain new insight and further refine segmentation

strategies. Since timing is critical when it comes to mover marketing strategies, Modeled Data is a recommended data source, because it provides 99% population coverage, is up to 96% accurate, and is compliant with privacy and security regulations.

Lifestyle Data Overlays



CRM MATCHING ENHANCES RETENTION & ACQUISITION INITIATIVES

CRM Matching enables marketers to develop highly effective retention and acquisition strategies by using CRM data and new mover data to identify “matched” customers and “non-matched” prospects. Various customer data, including purchase history and loyalty/affinity program affiliations, are also used to refine customer segmentation.

The total distance of a move or proximity of a move to a store or branch location can also be strategically relevant, CRM Matching strategies are often enhanced using geocoding analyses, which determine customers and prospects moving into, out of, and within specific trade areas. Geocoding algorithms which utilize latitude & longitude data are much more accurate than zip code based geocoding.



Geotargeting



DATA MODELS IDENTIFY YOUR BEST PERFORMING NEW MOVERS

Predictive response models enable marketers to identify their most responsive, highest spending, or most profitable customers. By combining multivariate regression analysis and new mover data using ZIP+4 data models, predictive Data Models enable marketers to:

- Identify underlying demographic attributes driving performance
- Predict high-performing groups
- Increase topline response rates, revenue and ROI, while reducing costs
- Optimize new mover marketing programs on a continuous basis

Response Models

- Identify attributes influencing response and non-response.
- Rank prospects based on predicted response.
- Drive ongoing improvements to marketing programs.



ENGAGE MOVERS ACROSS CHANNELS

Consumers expect seamless recognition and connectivity, whether online, on a smart phone, or in store. The potential for marketers to engage the right customers, with the right message, at the right time, and through the right engagement channel has never been greater.

As usage of mobile and other digital technology increases, a brand's ability to utilize digital media and channels to engage movers with timely and impactful communications will provide a critical advantage in the battle for engaged and loyal customers.

Too often, marketers miss the opportunity to retain, activate or acquire customers at critical periods during the mover life cycle because they fail to communicate with movers across the most relevant and preferred communications channels.

**Timely & relevant
communications
are key.**



Mobile Ads



Desktop Ads



Email



Direct Mail

***** Consumers expect seamless recognition & connectivity.

CONCLUSION

Given their propensity for high spending and heavy brand switching, movers are a valuable target audience for marketers across a wide-range of industries. Unfortunately, too many marketers are locked into conventional “Spray & Pray” approaches to mover marketing that focus on cost savings rather than return-on-investment. Marketers need to adopt marketing strategies that are value-based, ROI-minded, and data-driven.

* Movers are a valuable target audience for marketers.

The cornerstone of any successful, data-driven mover marketing strategy is high-quality mover data, which is compiled frequently (e.g., nightly) from a multitude of sources and subjected to extensive data hygiene.

In order to gain additional insight, enhance segmentation, and further optimize mover marketing strategies, marketers should consider additional data methodologies and solutions, including: lifestyle data overlays,

CRM Matching and geospatial analyses, and predictive modeling. Finally, marketers should utilize necessary data append and data hygiene solutions in order to achieve omni-channel connective customer engagement.

Thanks
for joining us!