

TARGET NEWMOVER

UNPARALLELED NEW MOVER DATA



Each year, 14% of the U.S. population move¹. This life event triggers a series of changes in consumers' buying behavior. Movers tend to open their wallets and start buying household-related items within the first ninety days of their move.

Target *NewMover* can help you:

Be the first to reach buying customers.

Use Target *NewMover* data to out-market your competitors by targeting new movers at their peak buying time.

A recent study by Moving.com showed that relocating households spend an average of \$9,400 on goods related to their move. Within the first 90 days alone, more than half of new movers make major purchases including new furniture, large appliances, home electronics, and more.

Gain an inexhaustible source of new customers.

Tap into the 1 million monthly new movers (and up to 400,000 movers weekly) we collect for our database.

Gain a deeper understanding of new movers.

Expand your targeting methods by combining Target *NewMover* data with our extensive consumer data, which includes more than 1,000 demographic and lifestyle attributes.

Target *NewMover* Data At A Glance:

- Over 1 Million Monthly New Movers
- Up to 400,000 Weekly New Movers
- Multiple Source Types

¹Postal Facts 2008, USPS®, April 1, 2008

Take advantage of shifts in customer loyalty.

Moving is a time for consumers to reevaluate their business relationships. New movers find it easy to sever ties with their cable TV provider, phone and internet provider, bank, and home insurance provider, to name a few.

This tendency to re-examine vendors makes new movers one of the most attractive and compelling pools of new buyers available in the market today.

Predict consumer activity.

Epsilon Targeting's Target PreMover model provides marketers with a link to consumers before they move. This model identifies new movers 3–6 months prior to their actual move date, so you can reach them before any buying decisions are made.



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