

New Movers File

Reach consumers on the move



Each year, over 30 million Americans move.¹ To get settled, they'll spend thousands of dollars on things like cleaning, painting, furniture, groceries, lawn care, and utilities.² Knowing who these consumers are and where they live gives you the opportunity to reach them after their move, at just the time when they are ready to make purchases.

The Vericast **New Movers File** is built with licensed U.S. Postal Service® data and verified by our team of experts. Our postal intelligence is validated using our patented data hygiene and identity resolution technology, ensuring we accurately track addresses as they move from unoccupied to occupied.

BENEFITS

By pinpointing new movers, you can drive more revenue to grow your business.

- > Know which consumers are relocating and have a higher likelihood to purchase goods and services
- > Raise brand awareness and offer special promotions to consumers moving into new or existing homes
- > Ensure your campaigns reach the most recent movers based on weekly verified USPS® updates
- > Append names to personalize campaigns

POWERED BY THE VERICAST CONSUMER GRAPH™

The award-winning Vericast Consumer Graph connects billions of online and offline signals to create a more complete consumer view. Various data elements are used to build the New Movers File. The integration of these elements enhances our location intelligence and identity resolution, allowing you to more precisely target the households where your best prospects reside.



**Industry-Leading
Consumer Identity**
+
Location Mapping



**Exclusive Consumer
Intelligence**
+
Precise Predictive Data



**Superior Performance
+
Technology**

OUR DIFFERENCE

The New Movers File provides current, accurate data to power your campaigns:

- > Reach more than 150,000 buyers of new and existing homes each week
- > Access up to 30% more weekly movers using the New Movers File than any major source
- > Ensure the greatest reach using the Vericast Consumer Graph that leverages our postal intelligence, new homeowner deeds, and new telephone connect sources
- > Enhance your reach to the most desirable households with optional selects such as name, dwelling type, median income, median age, and more
- > Obtain timely information through our weekly updates that capture newly occupied homes

OUR PROCESS

Whether your target audience is buyers of existing homes or new construction, the New Movers File helps you engage them when and where it matters most. Our team of data experts work with you to develop a file that will meet your campaign goals. For clients who don't need extra assistance, a self-service option is also available.



Submit list request based on target geography.



Our team works with you to determine best timeframe and segmentation for your program.



We fulfill orders and deliver using your preferred method and you execute the campaign.

MARKETING SAMPLES

Marketers can effectively target individuals relocating to both new and existing homes, covering a broader scope of needs and opportunities.

- > **Grocery and Retail Chains:** Initial large purchases of household goods, groceries, and other essentials.
- > **Healthcare Providers:** Services from local doctors, dentists, and healthcare facilities for new area residents.
- > **Pet Services:** Local veterinarians, pet supply stores, and pet care services for relocating families with pets.
- > **Automotive Services:** Car dealerships and maintenance services for those possibly needing new vehicles or servicing.
- > **Childcare and Education Services:** Information about local childcare, schools, and educational programs for families.
- > **Local Businesses and Services:** Cleaning, painting, and minor repair services for movers settling into existing homes.
- > **Legal and Insurance Services:** Legal counseling on local regulations and various insurance products like renter's or homeowner's insurance.

Source: 1 | U.S. Census Bureau, Annual Geographical Mobility Rates, 2018; 2 | <https://www.bankrate.com/real-estate/hidden-costs-of-moving-to-a-new-home/>

The Vericast New Movers File provides an accurate, up-to-date list for identifying and reaching buyers of new and existing homes. Contact our experts today at info@vericast.com to learn how our powerful consumer intelligence can help grow your business.

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