

New Mover Audiences

Why they are one of the most coveted audiences in marketing.



Why Should I Market to Movers?

Higher Response Rates

Compared to other audiences, New Movers perform up to 3X more.

One in five households in a given neighborhood are new residents.

Top Decision Making Period

Consumers make more brand decisions during a move than any other time.

On average, people who buy new houses spend **\$9400** after they move in. That's **9X MORE** than non-movers



Tips for Success with the New Mover Audience

1. Sending the Right Message

Remember to cater your messaging to attract this audience. Is there a problem that your product/service solves that would be relevant to a mover?

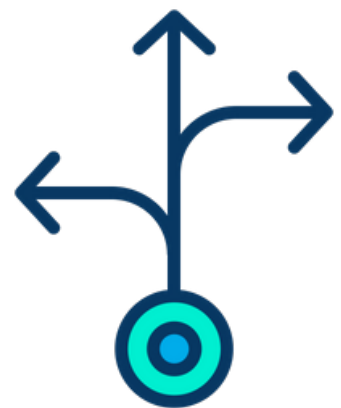
2. Repetition is Important

The key to ANY marketing is repetition. New Movers are just getting their bearings and they can be quite busy. Try to be patient when marketing to this audience by following up often with messages and offers.

3. Know the Audience Demographics

Home buying trends are always change. Stay up to date on how the house market is and which demographics are buying more than others.

Segmenting based on demographics is a great start to personalizing your campaign.



Wondering how you can succeed in serving New Movers?

Let's dive into some use case examples.

Telecommunications

Catch a Pre-Mover as they start to set up services like phone, internet, and television. Consider offering a packaged deal here.

HVAC Contractor

Catch New Movers with no HVAC in their new home to offer a proposal on a new system.

Realtors

Looking for houses with occupants of more than 30 years and likely ready for a change? Or another specific length of time? AWI help you find them.



What **specific** New Mover Audiences are available?



Pre-Movers

This audience is selling their home and preparing to move to a new home (usually within 90 days from being added to this file). Selects are available for those "Pending Sale".

New Construction

Reach new construction homeowners JUST as they move in. Any address for newly constructed homes are not registered until a move-in occurs so you can reach this audience at the perfect time.

FIRST IN New Movers

A unique source of new movers that have JUST moved! This is a prime audience to offer home furnishings, home improvements, and more. This file is updated weekly (sometimes daily!).

Total New Movers

Reach those who have just purchased a new home. This database is updated weekly through county courthouse records of deeds, new phone connects, publisher subscription change of address requests, and other essential data types.

Why **AWI**?

Multi-Sourced

With more data sources, mover audiences from AWI are verified movers.

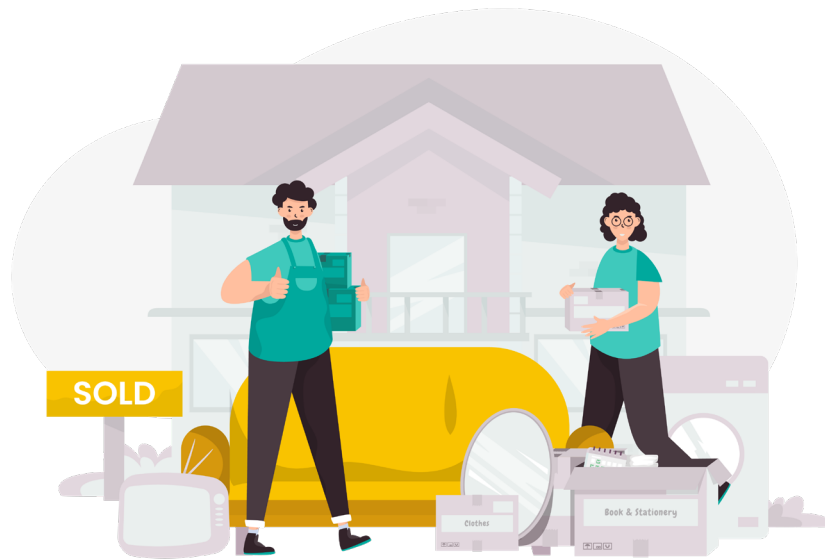
Geo-Selects

Choose consumers in the exact location you plan to serve.

Experience

For over 20 years, AWI has been a direct marketing provider.

Find Success with the New Mover Audience



We're available to discuss your unique needs so we can craft a solution to **successfully deliver** on your marketing objectives.

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