



Case Study

Pre-mover data helps fiber-optic telecom reach prospects before the competition



7x

more pre-mover
targets than
leading providers

Business Challenge

A global telecommunications company came to Deluxe with a desire to grow household market share for its fiber-based internet services. The company heard Deluxe had a world-class mover program from a mutual partner, so they were interested in testing both new movers and pre-movers to see which would be the best opportunity for growth.

Deluxe Answers

The moving journey is unique and varied which is why some products and services benefit more from a new mover program while others need the earlier outreach of pre-movers to secure new business.


Pre-mover data includes owners who have just listed their home on the market, those who have an active offer and plan to move in 30-60 days, or renters who plan to move in the next 30-60 days.

New mover data includes both renters and owners who have just moved or are first-time homebuyers.

By aggregating dozens of specialty trigger databases weekly, Deluxe gets about 3x the number of new movers and 7x the number of pre-movers than other leading providers. This additional coverage is crucial in being able to find all the eligible movers and more importantly, find them first. For this telecommunications pilot, Deluxe recommended testing both new movers and pre-movers to better understand the internet buying behaviors of consumers.

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Results



The initial 10-week pilot program targeted 13,000 leads per week across a 16-state footprint. Based on campaign response analytics, it was clear that consumers were much more likely to purchase internet in the pre-mover stage vs. the new mover stage, i.e., people prefer to have their internet set up before they move into their new home. Direct mail marketing was impactful for new movers, but the campaign response rate for pre-movers was ~3X higher!

The global telecommunications company had a very specific goal for their cost to acquire an incremental customer. The pilot program was able to achieve that goal without any custom targeting or historical response information.

Given the strong pilot results, the client worked with Deluxe to deploy another 13-week program that tested both direct mail and digital tactics to the mover audience. Response expectations for the second campaign are significantly higher because Deluxe has built a custom responder model based on the pilot results. The model will skew selections towards the strong-performing pre-mover leads.



3x higher response
for pre-movers
vs. new movers

Want to reach movers faster than your competition?
Contact us today.

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