

# Deluxe Mover Trigger Marketing

deluxe.



# Reach over 6 million households on the move every month.



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## Hitting a Moving Target

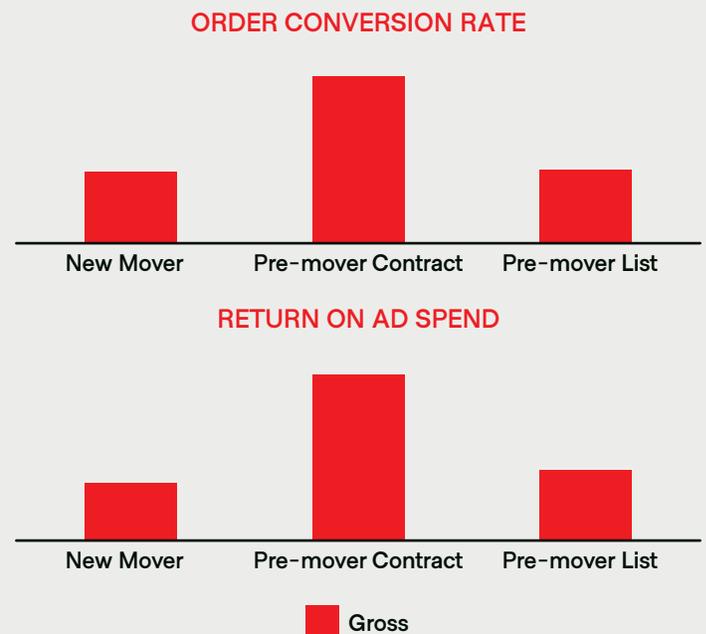
The mover journey is short and varies greatly person to person. By better understanding the different types of mover profiles, marketers can more effectively optimize their marketing programs.

- » **Pre-movers (At Listing)** – owners who have just listed their home on the market. Depending on market conditions and interest in the home, these movers could quickly turn into pre-movers in contract/new movers or stay on the market for many months or years.
- » **Pre-movers (In Contract)** – owners who have an active contract on their home and plan to move in the next 30-60 days.
- » **Pre-movers (Renters)** – renters who plan to move in the next 30-60 days.
- » **New movers** – includes both renters and owners who have just moved, as well as first-time homebuyers.

Households in the process of moving are more likely to engage with and try new brands—but timing is everything.

### Finding the right audience for your message might not be the one you expect

For the brand below, the client was solely using new mover data and had never tested other life event data. By partnering with Deluxe, the client was able to start testing into pre-mover data in their marketing campaigns and found to their surprise that pre-movers significantly outperformed new movers. They were then able to shift their targeting more towards pre-movers to realize even greater conversion rates.



## We Know Movers

Each mover is unique - consider the mover journeys below.



Lydia is a single woman moving cross country, from LA to New York, where she will be renting her next home. Before leaving the West Coast, she will set up her utility/teleco connections and sell her furniture, preferring to order new furniture while in LA that will be delivered to her new address in New York.



The Petersons are a young family moving into their first home. They will be hiring movers and looking to purchase items such as a dining room set, security system, backyard toys and perhaps a pool once they are settled in their new home.

As you can see, movers make varying decisions in different orders based on their unique situations.  
**Finding the right signals first for each mover matters.**

Our signals offer insights from publicly available information as well as a variety of self-reported sources, including:

- Deed filings
- Newspapers
- E-commerce activity
- Memberships
- Public records
- Re-location signals
- Coupon/rebate redemptions
- Subscriptions
- Court filings
- Registries
- IP re-targeting
- Utility and telecom connections

**Case Study: Why multi-sourced mover data matters**  
 We tracked a Deluxe employee through our mover database for a month after her move. The following graphic shows when each of our sources first identified her as a new mover. **Without multi-sourcing our database, we may have found her 2-3 weeks late or maybe not at all. That's a missed opportunity for marketers.**

### » MONTH

WEEK 1	1	2	3	4	5	6
	<b>20% identified the mover including DLX</b>					
WEEK 2	8	9	10	11	12	13
	<b>30% found the same mover</b>					
WEEK 3	15	16	17	18	19	20
	<b>10% found the mover</b>					
WEEK 4	22	23	24	25	26	27
	<b>40% still hadn't identified the mover</b>					
	28	29	30	31		

## Tracking & Targeting Buyer Signals

In running thousands of mover trigger campaigns over the last decade, we've learned that the mover stage (pre-mover and new mover) can be a strong indicator of specific product purchase preferences.

We track the performance of these mover stages continuously so that we can optimize the targeting and response rates for your specific brand.

In addition to optimizing campaigns on move type, Deluxe also has access to:

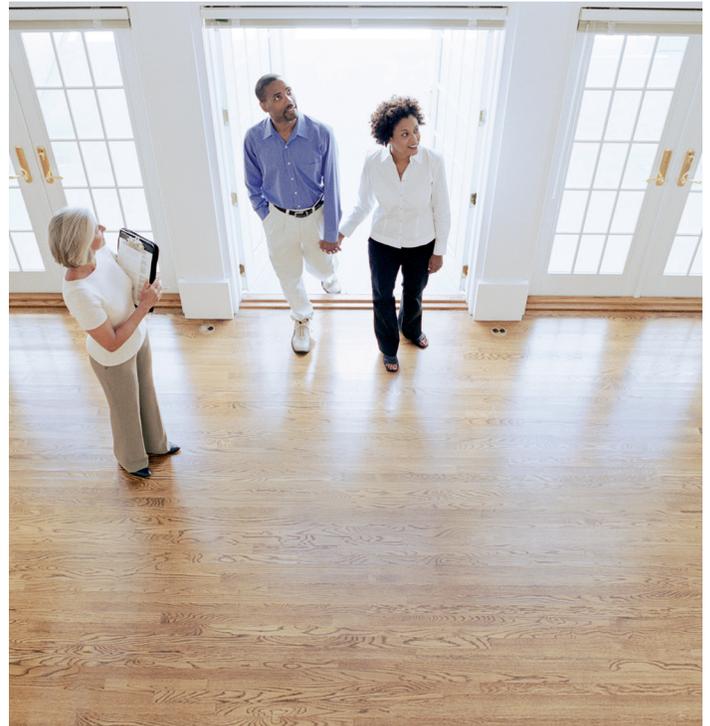
- Previous Address
- Single-family/Multi-family Flags
- Owner/Renter Indicators
- Property Information
- Move Distance
- And more....

## How We Do It

Using our unique data aggregation, we remove the noise and simplify the buyer journey by actively tracking a diverse array of mover signals. By doing this, we typically see movers show up multiple times in our database, for example:

- » when they go into contract on their new house
- » then when they hire movers
- » once again when they call their internet provider to switch service to their new home

By seeing these patterns in our own data, we are able to identify movers at the earliest possible move signal – weeks before the competition.



**Mover trigger marketing  
can result in increased  
sales of over 200% versus  
typical demand generation  
marketing campaigns.**

## The Deluxe Difference

Deluxe is unlike any provider in the market, combining industry-leading coverage with unrivaled speed-to-market to get you access to the largest pool of potential clients at the perfect time.

### Best-in-Class Coverage

While many marketers rely on a single source when targeting life events, we aggregate dozens of specialty trigger databases weekly, yielding **over 4x** more targets than other leading providers.

### Speed-to-Market

Responsiveness drops 30-40% each week after a triggering event. Deluxe identifies consumers the first time they appear in a mover database, providing marketers with critical intelligence weeks ahead of the competition. We also have the infrastructure in place to deploy these leads online or offline, within 24 hours after we receive them.

### Tailored Just for You

We understand that every company needs a different level of support. By tailoring our programs to fit the specific needs of your business, we ensure you get the best results possible.

**Deluxe identifies more movers than the leading competitor:**

- » **3x** the amount of new movers
- » **7x** the amount of pre-movers



## Did you know?

**Not all New Mover data providers sell Pre-Mover data as well, resulting in a huge, missed opportunity for marketers.**



## Tailored Just for You

### Online and Offline Activation

We believe in omni channel marketing. For that reason, all our data can be immediately prepped for offline postal deployment and onboarded and activated for online engagement campaigns. We support the channels that matter most to you.

### Data Only and Full-service

We offer data-only solutions that allow your internal teams to select the data they need to power their own marketing campaigns. Want more campaign support? We can provide full-service agency solutions with best-in-class campaign strategy, creative development, audience design and selection, multi-channel deployment, and performance tracking.

We are happy to take on as much or as little of the process as your team needs to maximize the performance of your marketing campaigns.

### New Customer Acquisition and Customer Monitoring Solutions

Our data and campaign strategies are flexible and can be used to identify new prospects as well as monitor your existing customers.

### Find New Customers

Mover programs are great for customer acquisition. Consumers who have never considered your brand before may now be in the mindset to engage with your brand. We can help you leverage your geography and preferred criteria to find the best prospects in your marketplace.

### Retain and Cross-Sell Existing Customers

We've looked at the financial impact of losing customers during the move stage and the revenue consequences can be significant. That's why we continuously monitor your current customer base and alert you the moment we see them match to a mover trigger allowing you to act on that critical intelligence to retain and up-sell your customers.

Approximately 2-5% of your current customers will trigger as a mover each month.





**About Deluxe**

Deluxe, a Trusted Payments & Business Technology™ company, champions business so communities thrive. Our solutions help businesses pay, get paid, optimize and grow. For more than 100 years, Deluxe customers have relied on our solutions and platforms at all stages of their lifecycle, from start-up to maturity. Our powerful scale supports millions of small businesses, thousands of vital financial institutions and hundreds of the world's largest consumer brands, while processing more than \$2.8 trillion in annual payment volume. Our reach, scale and distribution channels position Deluxe to be our customers' most trusted business partner.

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