



DIGITAL NEW MOVERS

REACH PEOPLE AS THEY MOVE

Reach people in every stage of the moving lifecycle, including those who have listed their home, those under contract, or those who just moved. Capitalize on this by targeting new movers and advertising to them when the **propensity to make a home-related purchase is at its highest.**

OUR THREE STEP PROCESS

WE CAN DEPLOY ADVERTISEMENTS TO REAL PEOPLE AT ANY POINT IN THE MOVING LIFECYCLE:

1



PRE-MOVERS

"I've just listed my house."

2



ESCROW

"I've sold my house and haven't moved yet."

3



POST-MOVERS

"I just moved in."

The Digital New Movers Advantage

Our programmatic system updates twice daily. This allows access to data in hours instead of weeks, and the ability to send advertisements to movers the second the information becomes available. We can deploy advertisements to targets at any point in the moving lifecycle at any time.

Digital New Movers: How It Works

Digital New Movers is offered on a 3 month subscription basis. First you have to select which ZIP code, city, and/or state you want to target. You decide how many monthly ad impressions (minimum 50,000/month), upload the creatives and decide if you want to target Pre-Movers, Escrow, and/or Post-Movers. The rest is programmatic via patented IP Targeting technology.

Popular sites where ads will be placed include but are not limited to:



The Power of Digital New Movers

Since these movers are in a new area, they will be actively looking for new places to shop and vendors to buy from. They are open to trying new things when setting up their new living situations. Because of this, our system updates twice daily and connects advertisers to consumers in hours instead of weeks. Digital New Movers is also programmatic, allowing you to sit back and target new movers the second the information becomes available.

The Goal of Digital New Movers

In the 30 day window before and after a move, most purchase decisions are made with an average spend of \$8,700 per household. Once that audience buys from you, the customer is 90% more likely to become a repeat customer (info provided by Speedeon Data). The goal of DNM is to target people who are moving or have just moved into their new home with digital banner and video ads in almost real time on their laptop, smartphone, and table devices.