



Valassis Delivers New Home Owners Before the Paint Dries

Reach high-spending consumers at the pivotal stage of deciding what and where to buy with the most complete list of new construction addresses on the market.

A move into a newly constructed home is typically an upwardly mobile move, which is an indicator of increased buying power. Subsequently, these new movers can budget higher for new home décor, furnishings, and services than those moving into pre-owned homes.

Speed-to-market is essential to win the patronage of new homeowners, and with Valassis you can be the first one in the mailbox. As the most complete source of new construction homes, Valassis delivers these new movers earlier than any other provider of new move data. Identified by their "move-in" dates, these new homebuyers do not show up on other lists until well after they have settled in.

Real estate developers must let the U.S. Postal Service know that they will have a new home and/or neighborhood to deliver mail to before the shovel hits the dirt. Since new home construction can take from 6-12 months, these "pending neighbors" will remain inactive on the USPS file until they move in. When these families move in and the USPS begins delivering mail, Valassis instantly activates them as New Construction families and can deliver them to you on a weekly basis.

Housing Starts Back Up

According to the U.S. Census Bureau, privately-owned housing units authorized by building permits were up 34% in 2010 over the same period in 2009. This means more opportunity to capitalize on new construction household spending for direct marketers throughout the year and into the next.

New Construction Homes Only

Updated weekly, only addresses of newly constructed residences make it onto this list. Compiled directly from the USPS postal feed, 100% of the new addresses are "Single Family Dwelling Units" (SFDU's) or "Multi-Family Dwelling Units" (MFDU's) not previously occupied. PO Boxes are not included unless a PO Box is the only means for a resident to receive mail.

Houses that receive a new street name, ZIP Code, or carrier route are not defined as new construction and are not included in this file. Refurbished construction also is not included in this file.

Household Targeting Selections Include:

- > Dwelling Type
- > Renter/Owner
- > Move In Date
- > Gender (on a limited population)

Neighborhood Targeting Selections Include:

- > Median Age
- > Median Home Value
- > Median Income



Industry: Satellite Communications and Entertainment

Mailer Objective

To reach homeowners of newly constructed residences as soon as they move in and before they have made a decision on their multimedia provider.

Valassis Lists Product

Valassis New Construction

Selection

- > Weekly Hotline
- > Single Family Homes

Results

The Valassis New Construction file delivers the highest response rates of all sources used in this campaign to acquire satellite TV subscribers. On a week-by-week basis the New Construction file outperformed every other file in the mail plan. Consistently netting over 90% unique against all other new mover files used in the program, the mailer now uses the New Construction file exclusively as its sole source for new movers. In addition, the New Construction records exceed all of the internal requirements for credit worthiness. After all, consumers that invest in New Construction homes typically have sound credit.

Having the file's weekly update available on a Friday allows the mailer to go to press over the weekend and get their pieces into the mail stream first thing on Monday. This ensures that their offer is the first one in the mailbox.

Industry: Home Décor, Furnishings Catalog

Mailer Objective

To drive sales of home décor and furnishings by reaching owners of newly built homes.

Valassis Lists Product

Valassis New Construction

Selection

- > Weekly Hotline

Results

The Valassis New Construction file has proven to be an invaluable source for unique new mover addresses not found on any other new move database (over 90% unique). This home furnishings catalog profits from the higher average orders that people moving into newly constructed homes place for home furnishings than other new movers. The catalog marketer also has benefitted from increased traffic to its online store with each mailing to New Construction households.

Valassis Lists case studies are provided for informational purposes only and shall not be construed to predict future outcomes of other direct mail campaign.

Get Counts and Order Online
www.valassislists.com

Valassis Lists formerly operated as ADVO Lists.

Success in Many Industries Including:

- > Consumer Catalog
- > Entertainment
- > Financial Services
- > Internet
- > Publishing
- > Retail
- > Tele-communications