



## America's Most Comprehensive New Mover File

From the compiler of the nation's most comprehensive database of consumer households, comes a New Mover list that contains up to 30% more new movers than any other major resource.

Our new mover file is 5 digit ZIP/Automation ready, thus the file can bypass standard CASS processing which can save you, the mailer, time and money as it can be loaded right into your standard presorting process.

Now for the first time ever, Valassis Lists presents the New Mover file many marketers have been waiting for such as:

- > Phone and Internet Service Providers
- > Credit and Financial Services Providers
- > Travel and Auto Services
- > Satellite, Cable, and Internet Providers
- > Home Furnishings Catalogs
- > Regional and Home Publishers
- > And many other marketing sectors

## Address Changes Based on Postal Intelligence

The Valassis national database flags each unoccupied home on the file as soon as the address is vacated. We then combine postal updates and our patent-pending data verification procedure to identify the new occupants of those homes. This "Postal Intelligence" enables Valassis to accurately track addresses as they move from an unoccupied to an occupied status.

Where other new move resources are solely deed or telecommunications-based, the Valassis New Mover file is based on USPS CDS data and new construction records. We supplement this primary data with many secondary sources of new mover notifications.

Valassis New Movers is the only multi-sourced new mover file including data from:

- > Telco
- > Deed
- > New Construction
- > Postal Intelligence

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[www.valassislists.com](http://www.valassislists.com)

Valassis Lists formerly operated as ADVO Lists.

## Weekly Speed to Market

The postal intelligence proprietary methodology is updated weekly by Valassis and made available to our customers on a weekly basis.

## New Construction is Unique to Valassis

Adding to the comprehensiveness of the Valassis New Mover file is our New Construction component. When merged with other new mover files, our New Construction records are up to 98% unique. These households can account for up to 10% of each Valassis New Mover update.

## Valassis New Movers are Highly Selectable

- > **Home Ownership**—Owner vs. renter
- > **Home Income**—The estimated (total) household income
- > **Home Value**—Estimated value of the home in the marketplace
- > **Dwelling Status**—SFDU & MFDU
- > **Age**—The age of the head of household
- > **Hispanic**—Neighborhoods with high density of Hispanic households
- > **Contact Name**—The name of the head of household\*
- > **Telephone**—The primary phone number for the household\*
- > **Move Date**—Exact date of when the mover was added to the file
- > **Move Distance**—Number of miles between old and new residence\*
- > **Call Us for Additional Selects**

\*where available



## Industry: Retail Banking

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### Mailer Objective

Acquire new retail checking customers.

### Valassis List Products

New Mover

### Selection

- > New Movers in last week, in geographic trade area

### Results

This retail banking marketer knows that new movers coming into their trade area have new banking needs and it is critical to reach them as quickly as possible after their move. New movers are looking for a variety of financial products. Acquiring a new checking customer opens the door to countless cross-sell opportunities for the bank. Therefore, reaching every new mover in the Bank's trade area quickly after their move in date is a critical component to the success of their marketing campaigns. Having used the Valassis New Construction file for over a year, this marketer immediately took advantage of the Valassis New Mover file the first week it was available. They've found the Valassis New Mover file to have on average 30% unique new movers and it is a critical component of their new mover marketing efforts each week.

## Success in Many Industries Including:

> Consumer  
Catalog

> Financial  
Services

> Insurance

> Publishing

> Retail

## Industry: Catalog

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### Mailer Objective

Acquire customers who move into new homes

### Valassis List Products

New Mover

### Selection

- > New Movers last 30 days

### Results

This housewares catalog desires comprehensive coverage of new moves for two primary reasons: 1) Capturing a new move customer leads to high lifetime value and 2) New movers need the catalog's merchandise more than existing homeowners. With Valassis New Mover, this catalog marketer identifies 30-40% more unique addresses than their current sources.

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

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