/ NEW MOVERS FILE

Reach consumers on the move

Each year, over 30 million Americans move.[1] To get settled, they'll spend thousands of dollars on things like cleaning, painting, furniture, groceries, lawn care, and utilities.[2] Knowing who these consumers are and where they live gives you the opportunity to reach them after their move, at just the time when they are ready to make purchases.

The New Movers File is built with licensed U.S. Postal Service® data and verified by our team of experts. Our postal intelligence is validated using our patented data hygiene and identity resolution technology ensuring we accurately track addresses as they move from unoccupied to occupied.

/ BENEFITS

By pinpointing movers, you can drive more revenue to grow your business.

> Know which consumers are relocating and have a higher likelihood to purchase goods and services

> Raise brand awareness and offer special promotions to consumers moving into new or existing homes

> Ensure your campaigns reach the most recent movers based on weekly verified USPS® updates

> Append names to personalize campaigns

POWERED BY THE VALASSIS CONSUMER GRAPH™

The award-winning Valassis Consumer Graph connects billions of online and offline signals to create a more complete consumer view. Various data elements are used to build the New Movers File. The integration of these elements enhances our location intelligence and identity resolution, allowing you to more precisely target the households where your best prospects reside.

Industry-Leading Consumer Identity
+
Location Mapping

Exclusive Consumer Intelligence
+
Precise Predictive Data

Superior Performance
+
Technology

VERICAST®

/ OUR DIFFERENCE

The New Movers File provides current, accurate data to power your campaigns

> Reach more than 150,000 buyers of new and existing homes each week

> Access up to 30% more weekly movers using the New Movers File than any major resource

> Ensure the greatest reach using the Valassis Consumer Graph that leverages our postal intelligence, new homeowner deeds, and new telephone connect sources

> Enhance with optional selects such as name, dwelling type, median income, median age, and more to reach the best households

> Obtain timely information through our weekly updates that capture newly occupied homes

/ OUR PROCESS

Whether your target audience is buyers of existing homes or new construction, the New Movers File helps you engage them when and where it matters most. Our team of data experts work with you to develop a file that will meet your campaign goals. For clients who don't need extra assistance, a self-service option is also available.
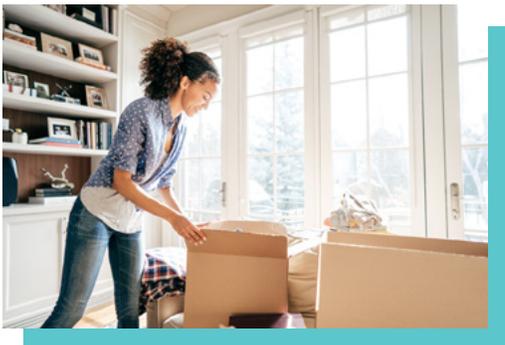
Submit list request based on target geography

Our team works with you to determine best timeframe and segmentation for your program

We fulfill order and deliver using preferred method, then you execute campaign

The New Movers File provides an accurate, up-to-date list for identifying and reaching buyers of new and existing homes. Contact our experts today at **info@valassis.com** to learn how our powerful consumer intelligence can help grow your business.

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