



Mover Marketing

New opportunities to find, win and retain customers

The home move process presents lucrative opportunities for marketers to target new prospects, retain existing customers, or re-engage with lapsed customers. But making sure your message reaches the right person at the right time through the right channel takes the right data along with in-depth experience of how the mover market works.

New reasons to engage

By targeting c 11% of the UK's adult population who move home each year, marketers are able to directly reach prospects and customers at a time when they're most likely to purchase a wide range of move-related and home improvement goods and services.

It's also a time when consumers will very often switch finance, utility, telco and media providers or even re-consider their memberships and charitable donations so it's a great time to implement customer retention or re-activation campaigns to reduce churn and find new customers.

A world of opportunity

Here are just some of the reasons why our customers work with us to tap into mover marketing opportunities:

- £7bn+** Estimated average spend on home improvements in 12 months post move
- £9bn+** Average spend on move-related goods and services
- 65%** Home movers who will switch suppliers before, during or after actual move date

Trusted, validated data

The combination of mover contact and address data with property attribute data is what makes our Mover Marketing services unique. It's a combination that enables us to help you identify previously unforeseen purchase triggers and engagement opportunities.

We have a unique view of the mover market through our national movers universe which combines data from a number of sources including Zoopla and the Royal Mail Redirection Service.

Through the national movers universe and the depth of historic information we hold at both household and individual level, we have unrivalled insight into how the mover market works in the UK.

Specialist knowledge, deeper insight

Through careful opportunity analysis, temporal analysis and data mapping, we'll help you refine your targeting and identify the best points in the home move process to communicate your messages so that you achieve the best possible results.

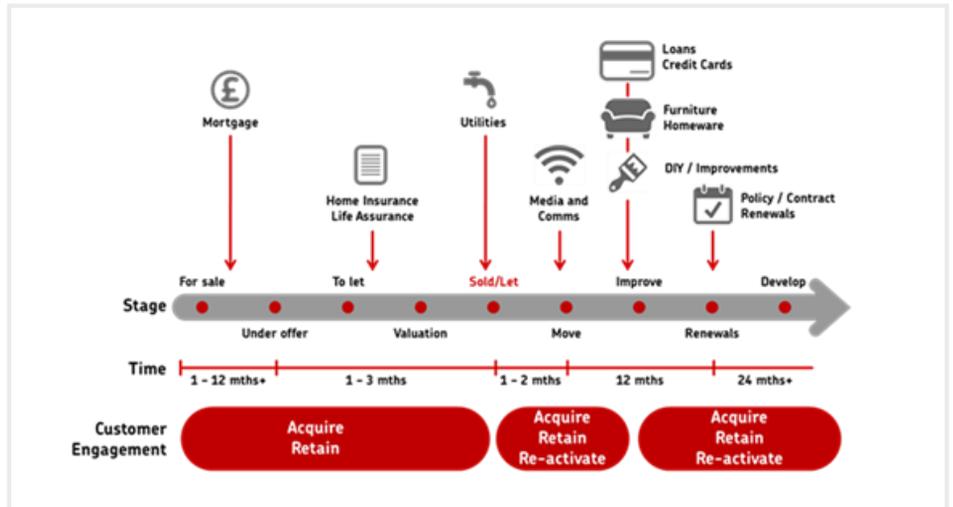


Our Mover Marketing services provide you with a valuable combination of the data and insight needed to identify new customer engagement opportunities across the entire home move life event.

Tap into opportunities as they're presented

During the home move process consumer buying behaviours and needs change. We're able to provide you with the best trigger data at multiple touchpoints throughout the move journey – from On Market, Sold, Rented through to settling in and anniversary of move.

Trigger data at multiple touchpoints throughout the entire move journey



Our Mover Marketing services provide you with direct access to the necessary combination of data and insight needed to help you find new customers, retain existing customers and encourage those who have registered with you but have yet to purchase, to engage with you and become loyal, profitable customers.

Organisations across a broad range of industry sectors use our Mover Marketing services to achieve unprecedented business and marketing results.

Data for each key stage of the home move process

At each stage of the process, consumer behaviour and needs change. Through our Mover Marketing services we're able to provide you with contact and/or address data aligned to every key stage of the home move process. This means you'll have the actionable contact and address data 'just as it's needed' to support your targeted acquisition, retention and/or re-activation campaigns.

1	On market	120,000 properties added to the market per month. 40,000 records with names, telephone number or email. Remainder address only.
2	Under offer	Whilst the property is on the market, we're able to provide changes to individual and house attribute data. Under offer data for c 22,000 properties.
3	Sold / rented	Every month c 70,000 properties in the UK are listed as sold or rented. 25,000 records with names, telephone number or email. Remainder address only.
4	Pre-move	120,000 households and c 200,000 prepare for the move event. 60,000 records with names, telephone number, email. Remainder address only.
5	Post move	150,000 properties that have changed hands. 80,000 records with names, telephone number, email. Remainder address only.

We'll work with you to understand your business objectives and help you develop proactive, highly targeted customer acquisition, retention or re-activation campaigns.

Key features

- Mover datasets combined with life event analysis and insight services
- Fully documented [Life Events Analysis Report](#) identifies purchase triggers and analyses spend patterns for pinpoint targeting and improved marketing ROI
- Combines Royal Mail Redirection Service data with Zoopla property data for unique Mover Marketing services
- c150k new movers captured per month
- 1st party, self-declared, permissioned and validated contact and address data
- >150 household attributes available including house type, EPC rating, owned/rented
- 'Move from' and 'Move to' addresses and dates
- Move date, landline, mobile, and email data
- Individual demographic targeting to customer profile including age, gender
- Daily, weekly, or monthly data feeds delivered via SFTP or API

Key benefits

- Determine where best to place marketing spend based on defining the most lucrative opportunities surrounding the home move process
- Target consumers at a time when they're most likely to purchase/switch
- Gain direct access to high volume, accurate, timely contact data for use across omni-channel communications and campaigns
- Append and enrich existing customer contact and address data
- Derive greater value from your existing customer data by gaining deeper insights into purchase triggers and spend behaviours
- Improve data quality
- Flexible consumption options



Request your Life Events Analysis Report

About Royal Mail Data Services

Royal Mail Data Services is a business unit of Royal Mail Group. We're committed to helping our customers build data-driven businesses to improve business performance.

Customers work with us for many reasons. To find new customers. To identify new sales and customer retention opportunities. To reduce the cost of using inaccurate or out-of-date address data. To enhance customer experience by delivering more personalised, relevant and welcomed communications and interactions.

For more information:

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