

# New Movers



## Personalize every experience

New Movers connects brands with people who have recently experienced a major life-defining event, like moving, that triggers new or changed purchasing behaviors. These people are enthusiastic and ready to create new relationships for goods and services.

New Movers is multi-sourced, reliable, and updated weekly. Our high-quality data provides market-leading accuracy and actionable intelligence brands can leverage to reach real people at the right time with messaging that creates experiences people love. If you are looking to deliver exceptional experiences, there is no better source than New Movers.

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## Major milestones - new movers are:



Built using expert ID resolution technology



Multi-sourced data



Updated weekly with the freshest data

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## What is new movers

New Movers are individuals who have recently moved and are looking to establish new relationships with neighborhood services, phone/internet providers, home furnishing stores, grocery stores, entertainment venues and more.

Studies show that on average:

- New movers spend \$8,068 in the first year after moving<sup>1</sup>.
- 90% of new movers are open to trying new brands<sup>1</sup>.
- New movers need relevant recommendations to make their transition seamless.

When reached at the right time, New Movers represents a direct opportunity to be first in line to offer suggestions and/or promotional offers, delivering profitable growth and long-term customer loyalty.

## How new movers works

New Movers, part of Acxiom's Major Milestones product line, contains approximately 8 million multi-sourced consumer records, including real property information from county recorders' offices across the U.S., as well as a variety of national, regional, and local consumer sources. This is a six-month rolling file updated with approximately 400,000 new mover records each week, capturing movers between one to 12 weeks after their move.

### CONNECTION



This premier offering makes it easy to find and reach your ideal audience

### AUDIENCE MANAGEMENT



New Mover audience can be rapidly developed and distributed for analysis

### DATA ACCURACY



Data is verified by various sources and is updated with weekly builds

### ACTIONABLE INTELLIGENCE



It utilizes many insights and touchpoints to deliver personalized experiences and gain long-term growth and customer loyalty

New Movers gives businesses the opportunity to deliver exceptional and personalized experiences. Whether it is an introduction to local providers or the promotion of relevant home services, these tailored campaigns and experiences allow brands to cultivate long-lasting and profitable relationships.

## Availability

Get direct access to New Movers via ListDirect, Audience Cloud or through weekly, monthly or quarterly installments. Check with your Acxiom data consultant for more information. Please note:

- Data availability may vary by specific element and market
- All prices are for one-time use.
- Volume and subscription discounts are available.

<https://v12data.com/blog/new-mover-statistics/#:~:text=On%20average%2C%20new%20movers%20spend,and%20%242%2C868%20spent%20on%20services>

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