



# New Movers

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A Lucrative Audience for New Customer Aquisition

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# The **\$PENDING POWER** of **NEW MOVERS**

## KEY FINDINGS



**27** MILLION  
**AMERICANS**

moved last year & it's one of the most significant events for consumers.

The average American moves **11.7 times** in their lifetime.

**11.7x**



**39%**

of Americans intend to move at some point in 2023.



Homeownership is up **11%** among movers in 2020 & 2021.



## MOVER SPENDING



**\$9K**/mo.  
**SPENT ON**

SERVICES & PRODUCTS RELATED TO A MOVE.



**71**  
**NEW BRANDS**

ENGAGED WITH DURING A MOVE.



## WHO IS MOVING?



**36.5**

YEARS OLD  
is the mean age of movers.

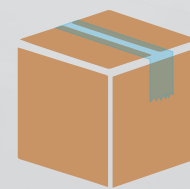


**62%** OF  
**HOUSEHOLDS**

had at least one member under the age of 18.

**56%**

OF RENTERS  
are planning post-pandemic moves.



**60%** OF  
**THOSE RENTERS**  
hoping to own a home in the next three years.

# UNLOCK THE HIDDEN POTENTIAL

## Why Targeting New Movers Makes Sense

Moving to a new home brings a flurry of activity and the need for numerous products and services. Your bank has a golden opportunity to engage with these new movers and establish long-lasting customer relationships. Targeting new movers makes perfect sense for several reasons:

### ➔ High Receptivity:

New movers are actively seeking local businesses to meet their needs in their new area. By reaching out to them during this crucial time, you can capture their attention and loyalty.

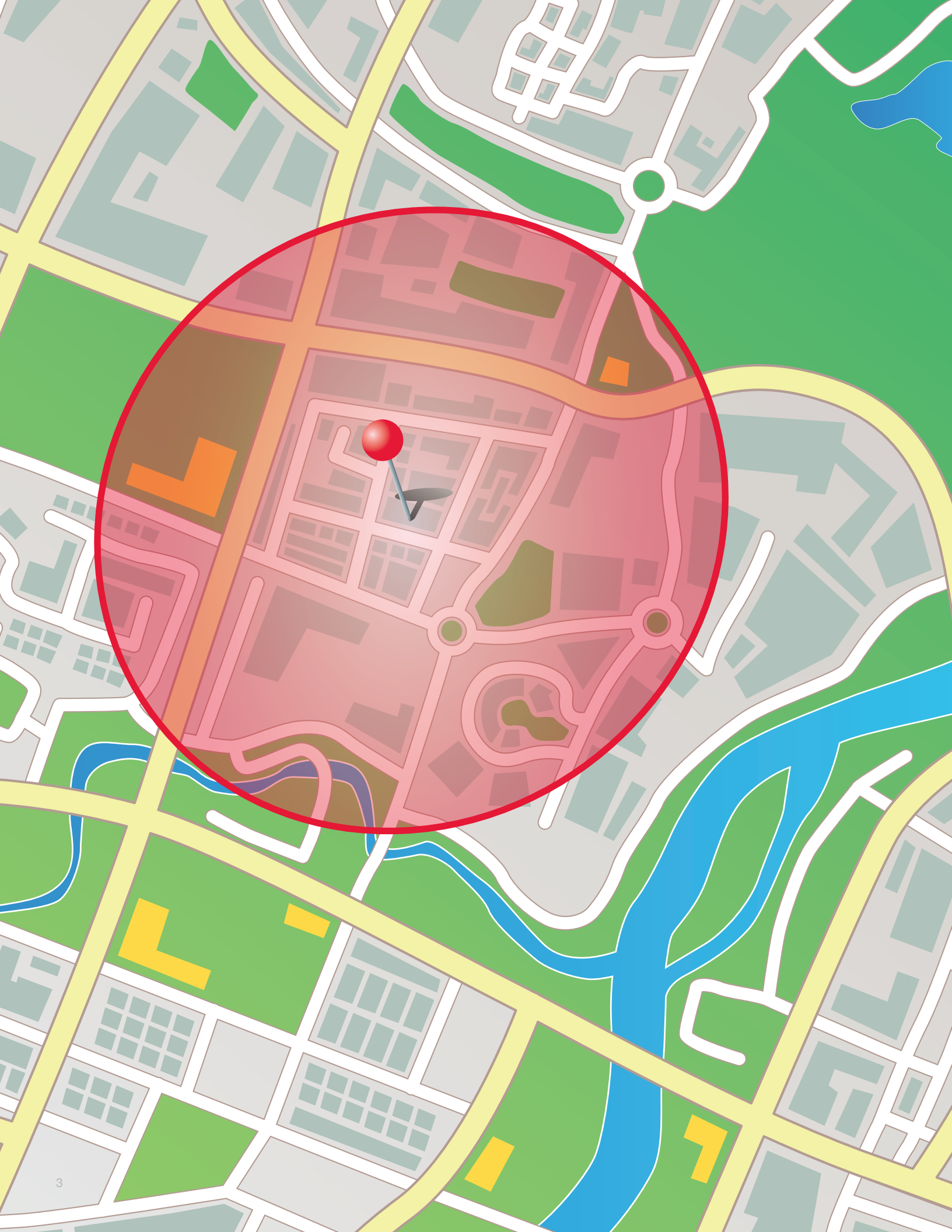
### ➔ Less Competition:

New Mover Marketing is a niche strategy with less competition. By focusing on this untapped audience, you gain a competitive advantage over other businesses.

### ➔ Building Early Loyalty:

Getting your brand in front of new movers early allows you to establish loyalty before they become loyal to your competitors.





# THEIR MOVE MARKS YOUR MOVE

Target Prospects Before, During, and After Their Move

Your business growth is intrinsically linked to the moves happening around you. Our New Movers Program helps you make the most of these opportunities:

- ➔ **Before the Move:**  
Reach new movers before they relocate, informing them about your business and the products/services you offer in their new neighborhood.
- ➔ **During the Move:**  
Provide helpful resources and offers during their move, showing your support and building a positive brand image.
- ➔ **After the Move:**  
Continue engaging with new movers post-move, nurturing their loyalty and turning them into loyal, long-term customers.





# A COMPELLING MARKETING STRATEGY

## To Engage and Convert New Movers

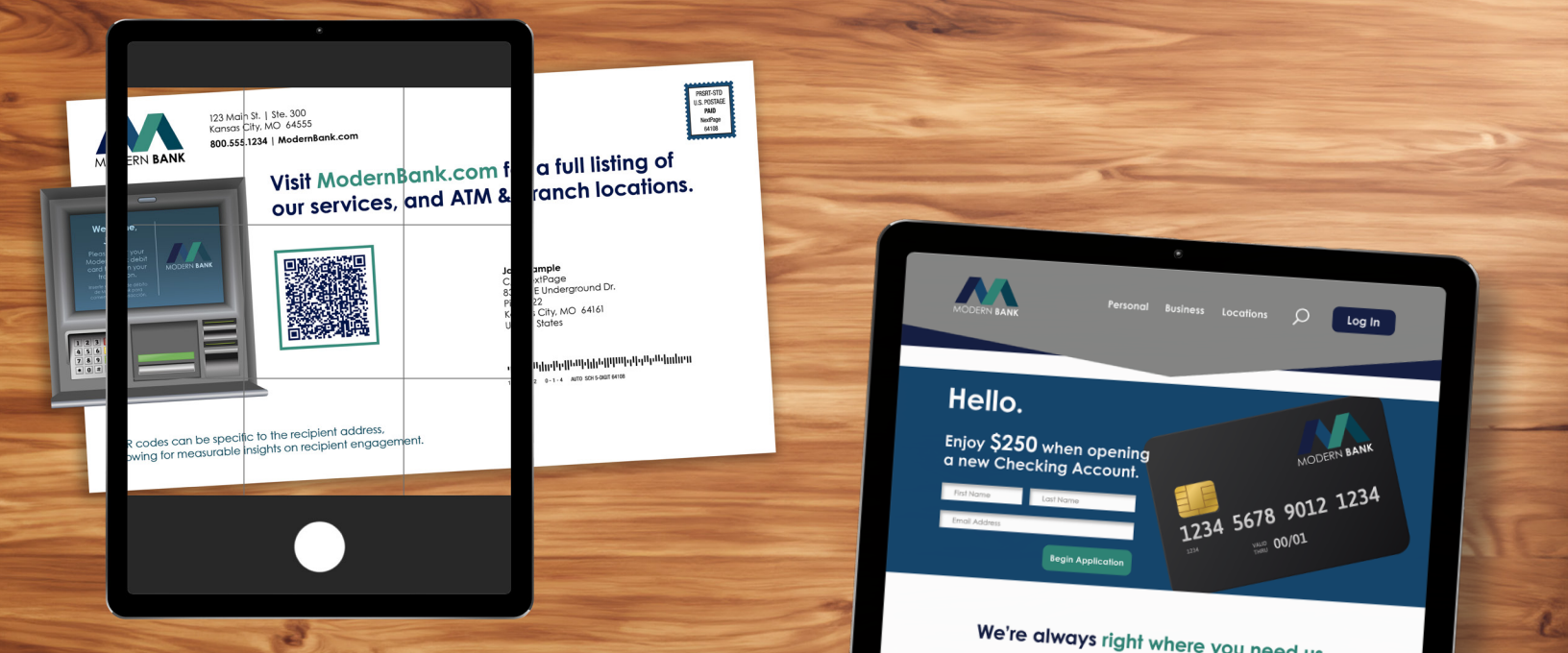
At NextPage, we understand the immense potential of New Movers marketing and have developed a compelling strategy to help you connect with new movers effectively. Our program includes:

- ➔ **Timely Outreach:** Timing is crucial. We target new movers before, during, and after their move to maximize engagement and conversions.
- ➔ **Personalized Creative:**
  - Messaging
  - Creative
  - Maps
- ➔ **Multi-Channel Approach:** We utilize a combination of marketing touch points over a 12-week period.
  - 2 Engaging Direct Mail Pieces
  - 60 Digital Ads
- ➔ **Monthly Reporting:** Each month we provide a review of activity and new customers acquired through this program.

Using variable data printing and geographic targeting, we provide a map—personalized to the household—that highlights the closest branch and ATM locations. Additionally, by personalizing the messaging with appropriate calls to action, we can increase the awareness of your brand.











# CAMPAIGN OVERVIEW

## A High-Level Perspective

STEPS		DESCRIPTION
 Step 1 Build Campaign	Choose Geography	
	Build Creative: <ul style="list-style-type: none"><li>• Mailpieces</li><li>• Digital Ads</li></ul>	
 Step 2 Data Hand-Off & Cleansing	Weekly Data Hand-Off & Cleansing: <ul style="list-style-type: none"><li>• Customer Suppression List</li><li>• New Mover Data</li><li>• List Cleanse</li></ul>	
	New Mover Data	
 Step 3 Launch Campaign	Launch Mailpiece Cadence	
	Deploy Digital Ads	
 Step 4 Reporting	Monthly Debrief	





# RETURN ON INVESTMENT

## Why invest in New Movers with NextPage?

Investing in a New Movers Program is a smart business decision with excellent returns. The precise targeting and personalized approach ensure that your marketing budget is utilized efficiently and effectively. As new movers become loyal customers, the program's ROI grows exponentially, creating a sustainable source of revenue for your business. Benefit from our program with:

- ➔ **Local exclusivity (with a 12-month minimum commitment)**—meaning new movers see you before your competitors.
- ➔ **Custom, in-house creative design**—driven by your brand guidelines and final approval of art—freeing your internal teams to focus on alternate tasks.
- ➔ **Accurate & complete data sourcing**—from the data experts.
- ➔ **Campaign management & optimization**—from people who know campaigns, fostering confidence and peace of mind.
- ➔ **Engaging, full-color, oversized Shape-Cut postcards**—giving your direct mail an edge, standing out from the crowd.
- ➔ **Monthly reporting and Account Match Back**—providing valuable, data-driven insights to allocating your resources.





Getting started with

# New Movers

Scan the QR code today to secure exclusive  
zip code access before your competitors!

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