



# 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

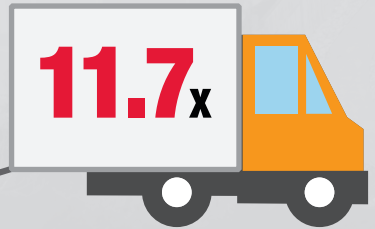


**27** MILLION  
**AMERICANS**

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.

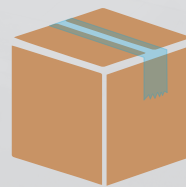
## WHO IS MOVING?

**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:**

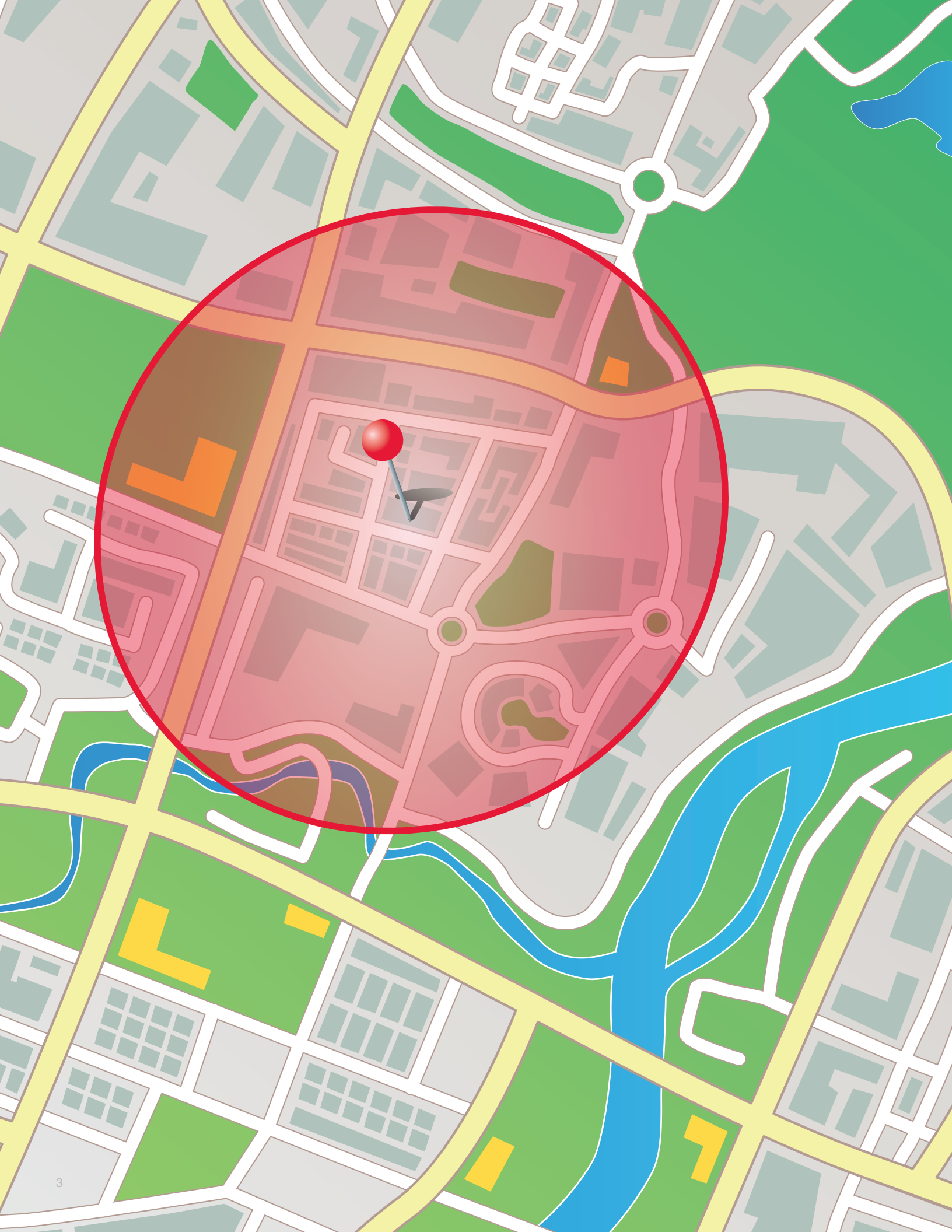
New Mover Marketing is a niche strategy with less competition. By focusing on this untapped audience, you gain a competitive advantage over other businesses.



### ➔ **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.



# Welcome Home, Jane!

Let's make your transition to the neighborhood easier, **TOGETHER!**



**We're only 5 minutes away!**

Stop by, we'll help you.

Scan for directions to the nearest ATM\*

\*QR codes can be specific to the recipient address, allowing for measurable insights on recipient engagement.

123 Main St. | Ste. 300  
Kansas City, MO 64555  
800.555.1234  
ModernBank.com

**Jane Sample**  
C/O NextPage  
8300 NE Underground Dr.  
Pillar 122  
Kansas City, MO 64161  
USA

18-18042 0-1-1-4 4025 020-0207-0210

PRR-STD  
US POSTAGE  
PAID  
NextPage  
64161

Personal Business Locations Log In

**Hello.**

Enjoy \$250 when opening a new Checking Account.

First Name Last Name  
Email Address

Begin Application

**We're always right where you need us.**

Choose what's right for you:

- Checking Accounts
- Savings Accounts
- Credit Accounts
- Certificates of Deposit
- Online Bill Pay

**Satisfaction Everywhere!**

Sharon Lempfke  
Customer since 2009

★★★★★

I have used Modern Bank for years & find I'm always satisfied. Moikpita sita out of volksposted te et ut dōkōpam assum fac solore mōkōpam endōm. conatit ea cubat velit conet utalopita plus elur. nenōpam katōmōt eturf Nem. Iquis berit voluplam dōmōm.

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Visit **ModernBank.com** for a full listing of our services, and ATM & branch locations.

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United States

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**With our branch & ATM locations we're always right where you need us.**

**Top Headlines**

- 3 Marines found dead inside car at gas station near Camp Lejeune
- Rudy Giuliani admits he made false statements about two election workers
- Hunter Biden to plead guilty to 2 tax charges: live updates
- Govt subpoenas are increasingly used to monitor people. Here's how.
- Harsh reality for some NFL stars: They're not worth big-money deals

Beat the heat and cool off at these 7 family-friendly coastal getaways

Kansas City, MO Weather

Hourly Weather - Kansas City, MO  
As of 2:23 pm CDT

Heat Advisory

Tuesday, July 25

- 2:30 pm 89°
- 2:45 pm 90°
- 3:00 pm 90°

Partly Cloudy

Feels Like 98° Wind SSW 9 mph

With our convenient branch & ATM locations we're always right where you need us.

**Jane, we're always right where you need us.**

You're only 3 minutes away from one of our many **FEE-FREE** ATMs.



# 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.
- ➔ **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.

- ➔ **Personalized Creative:**

- Messaging
- Creative
- Maps

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.


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Visit [ModernBank.com](http://ModernBank.com) for a full listing of our services, and ATM & branch locations.




POSTAGE  
 U.S. POSTAGE  
 PSN  
 64108

Sample  
 Page  
 22  
 City, MO 64161  
 States


9-1-4 AUTO 524 5 2007 54108

QR codes can be specific to the recipient address, allowing for measurable insights on recipient engagement.







 Personal Business Locations [Log In](#)

**Hello.**  
 Enjoy \$250 when opening a new Checking Account.

First Name  Last Name  
 Email Address  
[Begin Application](#)

  
 1234 5678 9012 1234  
 00/01

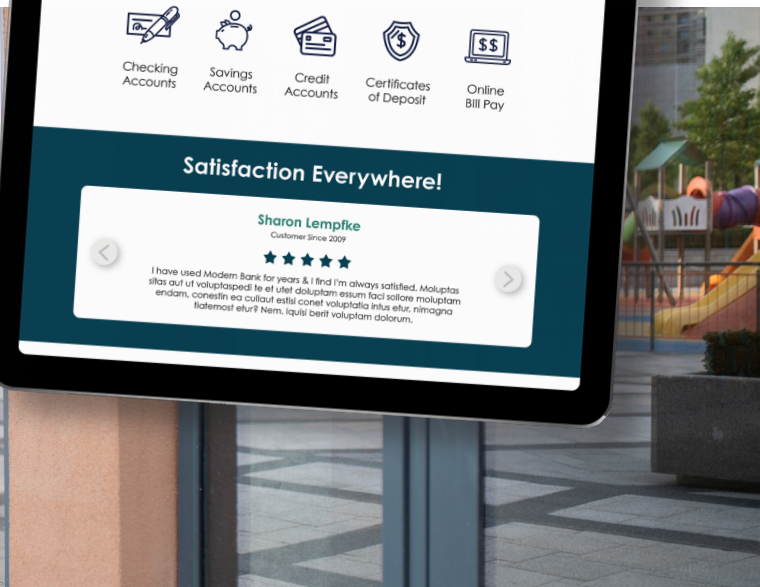
**We're always right where you need us.**  
 Choose what's right for you:

- 
 Checking Accounts
- 
 Savings Accounts
- 
 Credit Accounts
- 
 Certificates of Deposit
- 
 Online Bill Pay

**Satisfaction Everywhere!**

**Sharon Lempfke**  
 Customer Since 2009  
 ★★★★★





I have used Modern Bank for years & I find I'm always satisfied. Molestias sitas aut ut voluptaspedi fe et utlet doluptam essum faci saliore moluptam endam, conestlin ea culicout estlin conet voluptaria inlus etur, nirmagna halemst etur? Nem, ligitur berit voluptam statorum.





# CAMPAIGN OVERVIEW

## A High-Level Perspective

STEPS	DESCRIPTION
 <p>Step 1 <b>Build Campaign</b></p>	Choose Geography
	Build Creative: <ul style="list-style-type: none"><li>• Mailpieces</li><li>• Digital Ads</li></ul>
 <p>Step 2 <b>Data Hand-Off &amp; Cleansing</b></p>	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
 <p>Step 3 <b>Launch Campaign</b></p>	Launch Mailpiece Cadence
	Deploy Digital Ads
 <p>Step 4 <b>Reporting</b></p>	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 or click the QR code today to secure exclusive zip code access before your competitors!

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