

Digital New Movers™

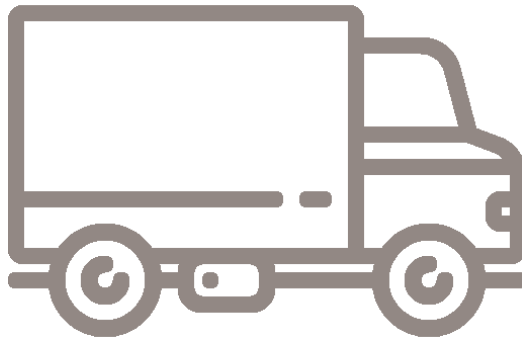
Target Consumers Online As They Move

450,000 people move every week in the United States. In that 30 day window before and after the move, most purchase decisions are made with an average spend of \$8,700 per household. Once that audience buys from you, the customer is 90% more likely to become a repeat customer. **The goal of DNM is to target people who are moving or have just moved into their new home with digital banner and video ads in almost real time on their laptop, smartphone, and tablet devices.**



Pre-Movers

"I've just listed my house"



Escrow

"I've sold my house, but haven't moved yet"



Post-Movers

"I just moved in"

How It Works

- Our Digital New Mover™ audience allows you to target consumers who are moving or have just moved into their new home and connect with them via digital ads in near real-time on their desktop and devices
- This audience is a subscription-based, programmatic resource offered on a 6-month or 12-month schedule
- Simply select the zip code, city, and/or state you want to target, enter monthly impressions, upload the creatives and decide if you want to target Pre-Movers, Escrow, and/or Post-Movers
- You may add postcards or letters to arrive at the new home address
- The Digital New Mover™ audience updates twice daily

Catch you clients before, after, or while they are moving with Digital Post+ and Digital New Movers. **Get started today by calling 800-686-6666 or email info@mw-direct.com.**





data+

Programming, Analytics & Insights

- Customer identification
- Profiling, data-driven personas & buyer behavior
- Customer journey mapping
- Matchback analysis
- RFM calculations
- Custom online dashboards

Postal Preparation

- Data standardization
- Address correction (i.e. NCOA)
- Data entry
- Return mail services

Lists

- List rentals
- New movers

marketing+

Digital Marketing

- Email
- Landing pages
- Omnichannel dashboards

Digital Post

- Online display advertising
- In-home and out-of-home online ads
- Captive audience
- Venue replay
- Digital new movers
- Reverse append
- Mobile out-of-home ads
- Digital home canvassing

commingle+

Commingle Services

- In-house USPS detached mail unit (DMU)
- Full-service Intelligent Mail® Barcode (IMB)
- Regularly-scheduled pickups
- First Class (letters, postcards, flats)
- Marketing mail (letters and postcards)
- Palletized mail shipped directly to the SCF
- Barcode application



print & mail+

Print

- Customer communications
- Transactional print solutions
- Variable data and dynamic print
- Invoices
- Statements
- Commercial print
- Lithographic and digital print
- POP (point of purchase)
- Ad specialties
- Wide-format print
- Flats
- Postcards
- Letters

Lettershop Services

- Inkjet addressing
- Intelligent, camera-matching, selective inserting
- Tabbing
- Stamping
- Fulfillment
- Bindery
- Snappacks (pressure seal forms)