

Avrick Combined New Mover File

Connect with on-the-move consumers that are in an active spending pattern

New movers are actively looking to build local relationships while settling into their new communities. Feeling at home is essential to these households; they are spending more money procuring home goods, services, and utilities than their established neighbors. You can target these behaviorally different consumers with the Avrick Combined New Mover file, available through AccuData Integrated Marketing.

- Approximately 14% of the U.S. population moves annually
- 41% of new movers relocate to a new county or state
- New movers spend more in the first 6 months following a move than they will in the next three years

Three Distinct Data Sources Provide Greater Coverage

The value of Avrick's Combined New Mover file is the combination of three distinct sources that are used to identify new movers. This consolidated approach provides a significantly larger marketable universe over that of a single source solution. Each data source is used in a priority order and duplicate listings are removed.

Source One: New Movers

Consumers that have self-reported moves to magazine subscription services in order to ensure continued service

Source Two: New Homeowners

Recent home buyers as identified through original mortgage data from more than 1,200 county recorder offices

Source Three: New Connects

New residents that have connected a landline through one of more than 2,600 local and national telephone companies



Benefits

1

Access 23.5 million records from three distinct sources of New Mover data through one consolidated masterfile

2

Benefit from weekly updates versus traditional monthly compiled alternatives

3

Help yourself to our easy-to-use online tools or utilize our friendly full service support capabilities; call 800-732-3440 today to get started!

BIG DATA. BIGGER RESULTS.

AccuData delivers B2C and B2B direct marketing solutions you can use today.

 **AccuData**
INTEGRATED MARKETING