

“The best way to get results for your campaign is to reach a **Targeted Audience**, at the **Right Time**, with a **Relevant Message** through the **Right Channel**.” — *Your NCP Marketing Intelligence Team*

Custom design your own New Movers Program to ‘**turn movers into customers**’. Identify people about to make a move or flag your customer file so you can meet client needs before, during, and after a move. Data is built from daily data feeds and records undergo extensive address hygiene resulting in the most deliverable dataset on the market.

## New Movers Program

Precise and rapid identification of new movers

- ◆ Data available daily, weekly, or on your schedule
- ◆ National new telephone connects
- ◆ Proprietary client-based change of address information
- ◆ Multiple national deed sources
- ◆ Appended demographics provide neighborhood attributes
- ◆ Ethnic / language / religion / gender coded

65% with previous address

- ◆ Over 43 million people move each year in the United States.
- ◆ New Mover annual expenditures exceed \$150 billion
- ◆ New Movers are 5 times more likely to become long-term customers if you reach them first
- ◆ New Homeowners spend \$9,700 on items for their new home within the first 180 days
- ◆ New Homeowners spend more within the first 6 months than the average consumer spends in 2 years.



## New Mover Purchases:

Home Improvement	79%
Pet Supplies	75%
Clothes	73%
Furniture	57%
Appliances	55%
Home Décor	50%
Flooring	38%
Bedding/Linens	35%
Home Entertainment	23%
Home Security	17%
Computer	15%
Automobile	15%
Lawn Equipment and Tools/Hardware	33%



**On Target Design Promotions**

www.northcampuspartners.com  
Contact Jim Dolan at  
jdolan@northcampuspartners.com  
Or, call 630-750-5522