

HomeMover Data

HomeMover

Pre-Mover Tracking – Tracking the stages of moving home has been proven as a trigger for successful customer retention and prospect activation marketing.

11% of UK households will be moving home over the next 12 months, each spending over £5,000 on products and services during the moving cycle. REaD Group can help ensure that this money is spent with your brand!

REaD Group can offer “HomeMover” data which can be applied to track the various stages of the home move process – both for sale and rental moves. Captured from estate agents and solicitors, the data starts at address level only (i.e. non/personal) and is fully GDPR compliant.

Moving home is a significant life event that naturally forces people to review their spending, their product/service consumption, and the suppliers of these. This data can be used in conjunction with client data to support existing customer retention activity, but also with REaD’s active online and offline marketable UK consumer data set (containing over 90 million individuals and over 500 selectable variables) to add individual contact details and other variables to support cold acquisition activity, modelling and segmentation.

With switching prevalent, moving home becomes a key “HomeMover” for brands to communicate to their existing customers to reduce the threat of competition.

Throughout the duration of the move cycle, different products and services are generally considered at different times and marketing at this time is seen as highly relevant - if the timing, messaging and permissioning is right.

HomeMover data can be applied to retention and activation campaigns:

- **Retention** - identify existing customers who are in the move cycle and warm them up
- **Acquisition Pre-Move** - identify prospects and target them to “consider your brand when they move”, but also use “Dear Occupier” to a new owner in a property
- **Cross Sell and Upsell** – the data can be used to support cross-selling to existing customers who are moving, but equally to prospects who are moving; research shows 1 in 4 people change suppliers when they have moved home
- **Acquisition anniversary** - apply the confirmed move date data to target people or households on the 12, 24 and 36 month anniversary of their move
- **Reactivate lapsed/previous customers**
- **Increase spend and LTV** through repeat purchase



11% (2.5m) of households moved to a new home in last year
Source: ONS



95% of homeowners spent on Utilities or Telco Accounts within 7 days of moving
Source: ONS



65% of new movers switch suppliers, or change product brands at the time of moving home



£12bn is spent on home related purchases from -1/+1 month of the move - £5k per household

REaD Group can identify households that are going to move house, accurately 10-12 weeks prior to move.

These customers will be flagged and redirected for DM acquisition campaigns. This enables you to drive highly relevant and intelligent communications to these individuals, at a time they are likely highly receptive to your product offering.

Want to know more?
CONTACT US TODAY

readgroup.co.uk/contactus
enquiries@readgroup.co.uk
020 7089 6400

