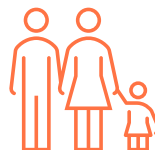


Problem

Cable marketers have long realized the benefits of marketing to new movers. A relocating consumer is forced to make decisions regarding which video, internet, and landline/wireless telephony provider to select, making them prime candidates for multiple cable services.



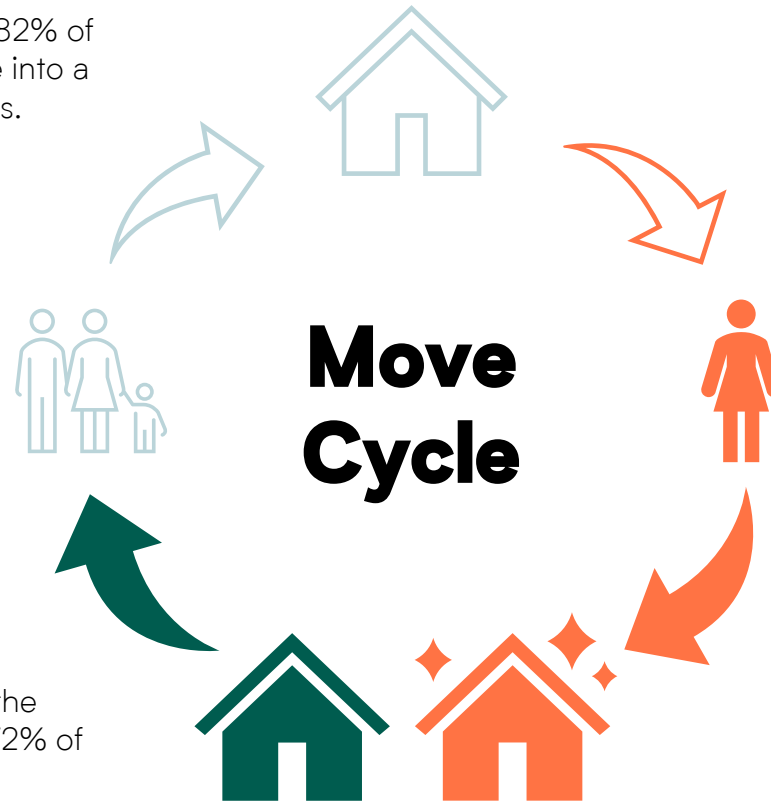
However, most cable marketers focus their efforts only a small portion of the available target market — the post-move consumer, i.e., a new resident who just moved in.



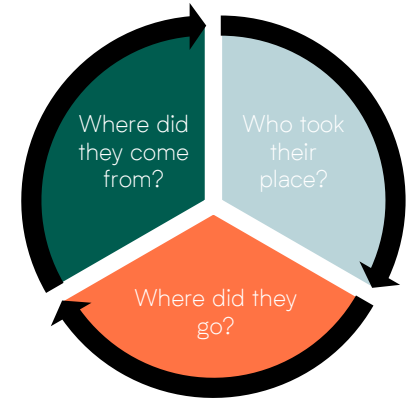
Solution

When viewed holistically, a consumer's move presents multiple opportunities for targeting the mover both after and before the move. And, each stage of what DataPartners calls the MoveEvent presents significant opportunities for both acquisition and retention of your subscribers.

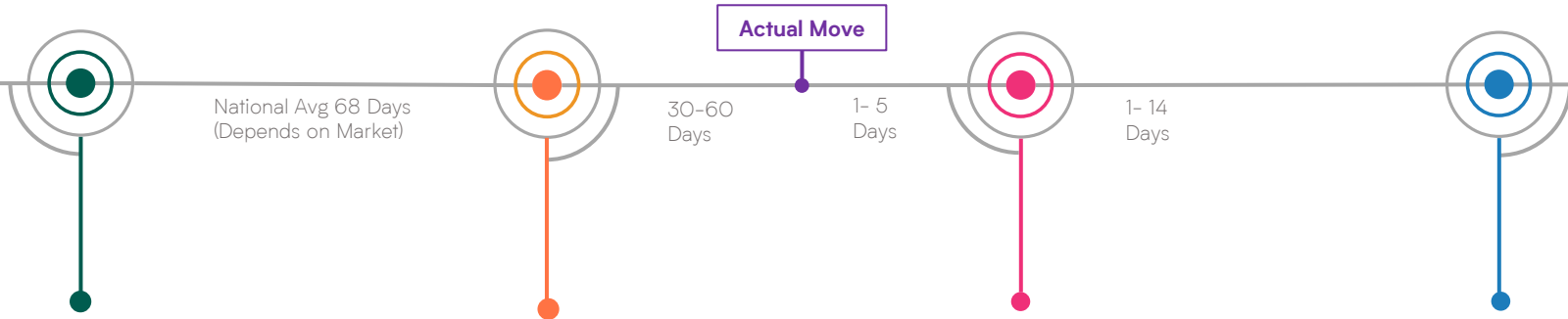
MoveEvent identifies 82% of consumers who move into a newly vacated address.



MoveEvent identifies the previous address on 72% of our new movers.



Of consumers who vacated that address, MoveEvent identifies their new "MOVED TO" address 72% of the time.



PreMover

A great opportunity to both retain an existing subscriber and start acquiring a new one. Depending on the local real estate market, PreMovers gives cable marketers up to 90 days of advance notice that a current subscriber is planning on relocating and will disconnect. It's also the first indication that a new acquisition opportunity is on the horizon when the new resident moves in.

Pending Sale

Time for retention is short! Once your subscriber accepts the buyer's offer on their house, you've got an average of only 40 days to get your most aggressive retention offers in their hands. Plant the seed for a move transfer before they start packing boxes.

Recently Sold

The sale of the home is completed, and the seller has vacated. This is your very first opportunity to market to the new resident. Greet them with door hangers or get front-of-mind with acquisition offers.

New Mover Prospect

Your new prospect has arrived! Now is prime time to get your offer in front of a ready-to-decide prospect.

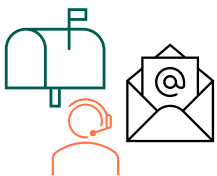
Move Tracking

Most moves are local which means your disconnecting subscriber is likely moving within your footprint. Don't miss out on this opportunity to re-target your subscribers once they land at their new destination. With Move Tracking you'll get that critical second chance to retain your subscribers at their new address.



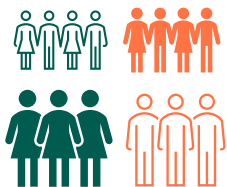
Retargeting Movers

Marketing to new movers is usually a one-shot, post-move, opportunity. With MoveEvent, cable marketers get multiple opportunities to convert New Movers at key buying stages, both before and after the move.



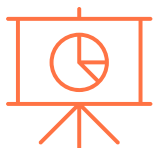
Multichannel Movers

MoveEvent can be leveraged across postal, email, digital or telemarketing channels, giving cable marketers the ability to communicate in whatever channel works most effectively for each consumer.



Segmentation

With MoveEvent, relocating consumers are selectable by powerful demographics that aren't ordinarily available in most new mover programs. And, our demographics are true, household-level demos, not generalized census or ZIP code information.



Results

Results show that using MoveEvent for multi-touch new mover campaigns increases new mover acquisition rates by 3-7%. Retention focused efforts using MoveEvent reduce controllable churn by an average of 9-14%.

**CONTACT US TODAY
TO LEARN MORE ABOUT
OUR DATA SERVICES.**

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