

SEGMENTS

Digital	Price	Minimums
Display	\$25/M	6 Month Subscription, 200,000 impressions
Video	\$35/M	6 Month Subscription, 200,000 impressions

Postal	Price	Minimums
Postal	\$25/M	\$150.00 minimum order fee

DESCRIPTION

Digital New Movers are a collaboration between Avrck Direct and El Toro, With El Toro's patent-pending technology, and Avrck's exclusive new movers, IP Targeting connects advertisers with customers by using their IP address to deliver highly relevant display and video ads online.

Every month 1.8 million people buy, sell or move into a new home nationwide. When people move, people spend. Digital New Movers speeds up that process of marketing to people who are either selling their home, have sold their home or just moved into a new home within 24 hours any of these triggers.

By using the El Toro platform, in conjunction with the Avrck data, you will be able to serve digital ads and videos in almost real time. Speed up the direct mail process by reaching this demographics when they need you the most.

SOURCING

Premovers-
Homes just listed on the market. Compiled from a multitude of "Homes for Sale" listings -- newspaper and online listings and "for sale by owner information" from local newspapers and other public records at a county level.

Pending Premovers-
Records that are under contract to sell and have entered into escrow.

New Movers (Post Move) –
People who have just moved. Compiled from Self-Reported Magazine Subscriber COA's (Changes of Address), Utility hook-ups, Telephone Connects and Deed Data.

DATE

Updated

Weekly

GENDER

45% Male/55% Female

SOURCE

Compiled lists-
Post Movers- Self-Reported Magazine Subscriber COA
Pre Movers- Newspaper, On-line, For Sale By Owner listings, Compiled lists

ADDITIONAL SELECTS- available through Avrck Direct

Age
Bank Card
Distance of Move
Ethnicity
Gender/Sex
Geo/Geographical
Home Owner/Renter/Dwelling
Home Market Value
Income Select
Marital Status
Mail Order Buyer
Presence of Children
Presence of Credit Card

OWNER/MANAGER

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