

Digital **New Movers**TM



Welcome to the **Webinar**



Questions can be submitted throughout today's webinar and will be covered at the end of the presentation.



If there are questions that we do not cover, please email them to clayton@eloro.com

Webinar Overview

1. New Movers **Industry**
2. Digital New Movers **Categories**
3. Who Are The **Digital New Movers™**?
4. What Do New Movers **Want?**
5. Digital New Movers™ **Process**
6. Common **Objections**
7. Digital New Movers™ **FAQ**

New Movers Industry

\$200+

billion annual spending

450K

People move every week
nation wide.

\$8,700

average spend per
moving household

30 days

Before and after a move is
when most purchase
decisions are made.

62%

Uplift when pairing online
advertisements with
direct mail.

3x

Basket size of
non-movers

4x

more likely to try
a new brand

90%

likelihood of repeat
business

Digital **New Movers**™

Three Categories of Digital New Movers:



Pre-Movers

"I'm selling my house"



Escrow

*"I've sold my house, but
haven't moved yet"*



Post-Movers

"I just moved in"

Who Are The **New Movers**?

The average mover is part of a couple, age 25-44
with 1-2 kids between ages 2-11

42%

Of new movers are
Millennials

56%

Of new movers are
Renters

44%

Of new movers are
Home-owners

What Do New Movers **Want?**



TV and Internet

- Over 30% change Satellite or Cable TV providers.
- 33% change internet providers.
- Over half of movers stay in the same county/area.

Digital New Movers™ Process

Choose Target Category:

Pre-Mover

Escrow

Post-Mover

Choose Subscription Length:

6 Months

12 Months

Enter Monthly Impressions:

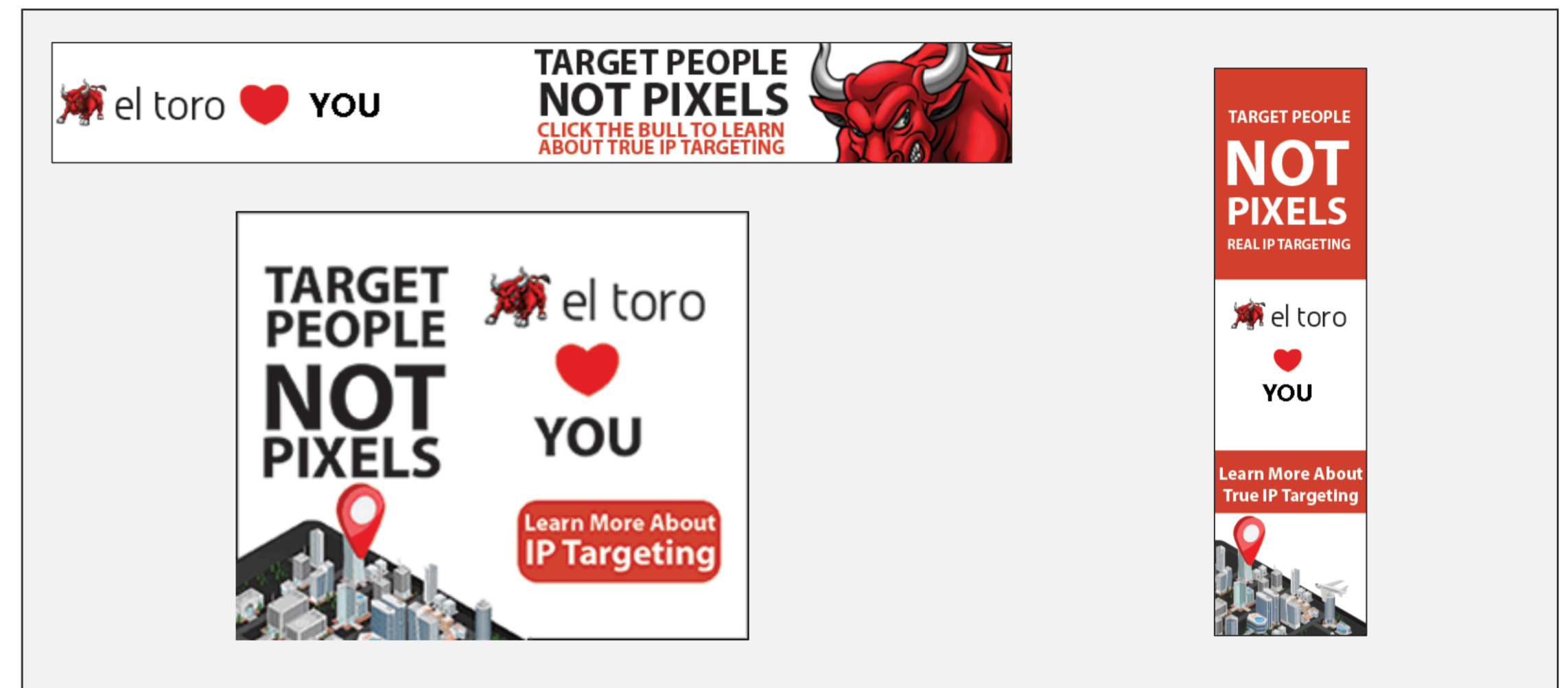
500,000

Enter ZIP Codes, Cities, or States:

40206 72701

40205 62002

Upload Creatives:



Would you like to pair this with Direct Mail?

Purchase List.

Objection: **We Already Use Digital.**

EMPIRICAL VS PREDICTIVE

DNM uses empirical data provided by Avrick, as opposed to predictive cookie models. Don't guess who New Movers are.

IT'S ABOUT BEING FIRST

Our system refreshes twice daily.

We can reach them in near real time with banner and video ads.

DIGITAL EVOLUTION

The fact that you're already using digital is great. This is a world-first technology for targeting New Movers.

Cookieless Targeting.

Objection: It's not our market.

HUGE MARKET

450K people move weekly in the USA.

BRAND LOYALTY

90% likelihood of repeat business.

4X more likely to switch brands.

LIFETIME VALUE

New Movers are relocating to a new area, and need to find new stores.

Annual Value of a Customer:

-Grocery Stores: \$3,778

-Pizza Stores: \$204

-Auto Repair Shops: \$436

-Day Care Centers: \$2,240

-Auto Repair Shops: \$436

Objection: **We already use direct mail.**

PAIR DIRECT MAIL WITH IP TARGETING

Extends life and frequency
of direct mail campaign.

Increases conversion rate.

Cross channel approach.

SPEED

Our system updates
twice daily, allowing
you to reach New
Movers in hours
instead of weeks.

AVAILABILITY

With a check of a box
in the order portal,
you'll be able to
purchase the exact
matched list of New
Movers to pair with
your direct mail
campaign, and/or
perform a matchback.

Digital New Movers™ FAQ

How do you avoid cannibalizing sales? Is it possible for competitor ads to be shown at the same time?

How often does the system refresh?

What offline data do you use?

How can you tell when someone is a Pre-Mover? Escrow? Post-Mover?

Is there going to be an estimated audience size based on the amount of state/city/zipcodes selected?

Will we be able to identify people moving into homes vs. apartments?

Will we be able to identify out of state vs in state movers?

Digital New Movers™ FAQ

Can we cross reference the digital new mover data with other variables? For example, new movers who have +150k HHI, 3+ kids, and has a boat.

If an agency is signed up for Digital New Movers, could they offer the product to clients at any time length? As to say will their clients also have to sign up for a 6 or 12 month subscription?

Can we increase/decrease monthly impressions?