



Targeting in-market consumers through the home move cycle

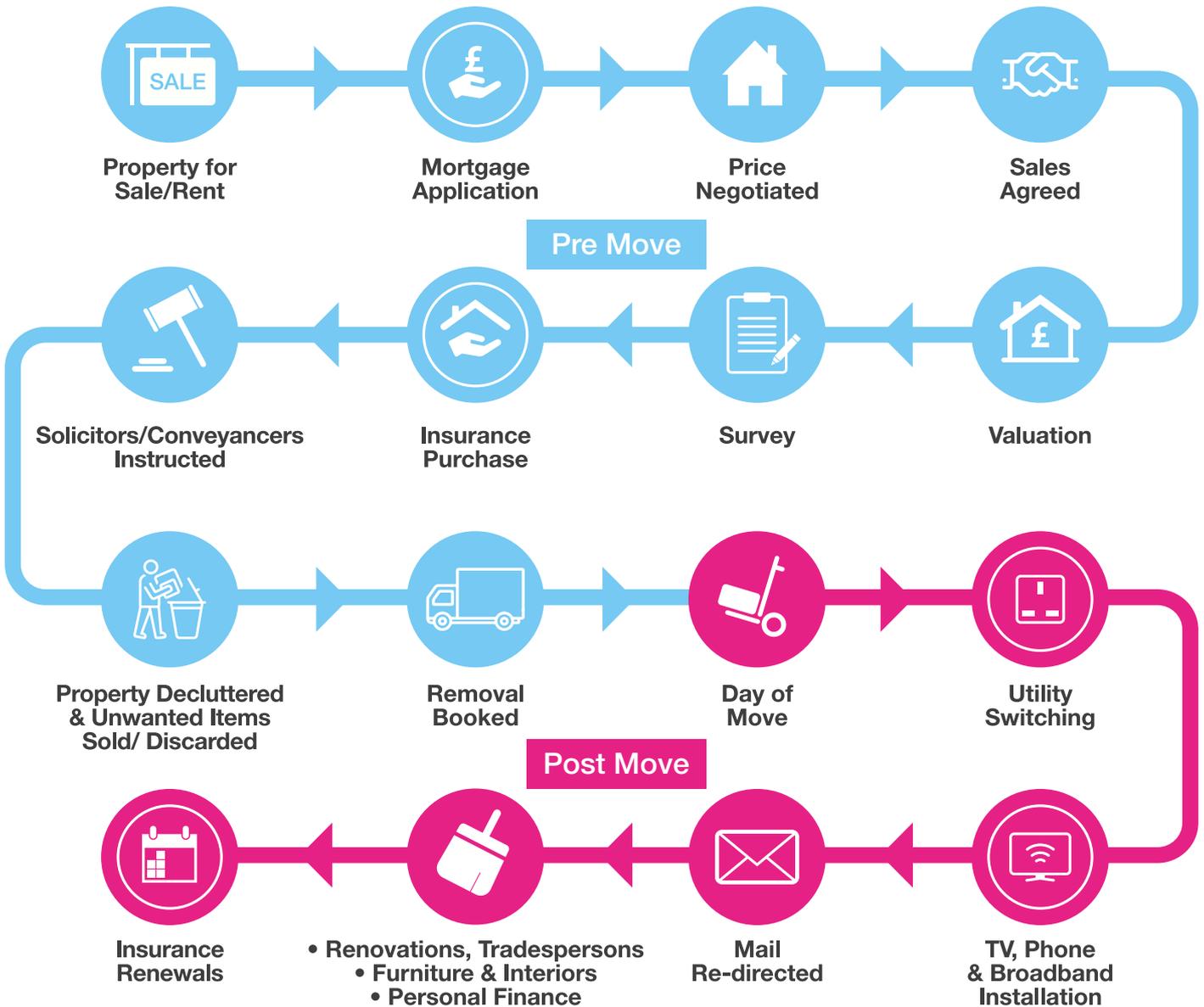
Challenges

- Finding responsive consumer data
- Targeting consumers who are in buying mode
- Targeting consumers who are switching brands
- Refining home mover data to improve response
- Maximising your marketing spend ROI

Mr Flyer Homemove service lets you target consumers as they journey through the home buying process. Our bespoke analysis platform aggregates data from 23 authority sources and is then physically validated through our nationwide network of Spotters, to provide you with the ultimate home mover file that delivers 97% coverage of confirmed mover status of this responsive customer segment.

So what makes it so powerful?

Home mover data is proven to uplift response to marketing offers based on ability to interact with consumers who are going through one of the busiest times of their lives. Home movers are 85% more likely to switch or try new products during the home move process as they look to maximise their life portfolio. Home mover data is proven in terms of response; up to 1,000% more efficient than standard targeting.



So what makes our data unique?

Mr Flyer does not only identify that someone has moved, we are also able to track to exact stage that each household has completed. From first putting their house on the market, to having an offer accepted all the way through to the move in date. Each part of the move process opens up opportunities for brands to target specific times when home mover spend is greatest. The ability to segment the data in this way allows brands to make strategic decisions about when is best to market to a mover audience.

How can I select the data?

Mr Flyer allows you to select both pre and post-move datasets. To provide further depth, we are also able to filter datasets by property value, type of property (i.e. detached, semi, apartment, holiday let), location/postcode, number of bedrooms/bathrooms, listing status, time on the market, sale or let, by the individual stage of the move process or even just select movers in a defined period of time.

Who does it work for?

Every year in the UK, there are 6 million people involved in 2.5 million home moves, spending over £16 billion in products and services. The presents significant opportunities for sales by a wide range of sectors / industries, some of which are utilities, financials services, home related products, DIY and retail / furnishings.

Interested?

Get our data scientists and marketers to talk to you about how you can generate a significant return on your marketing / advertising spend.
 Call us on: 01484 598 555
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