dbsHomemove

dbsdata.co.uk

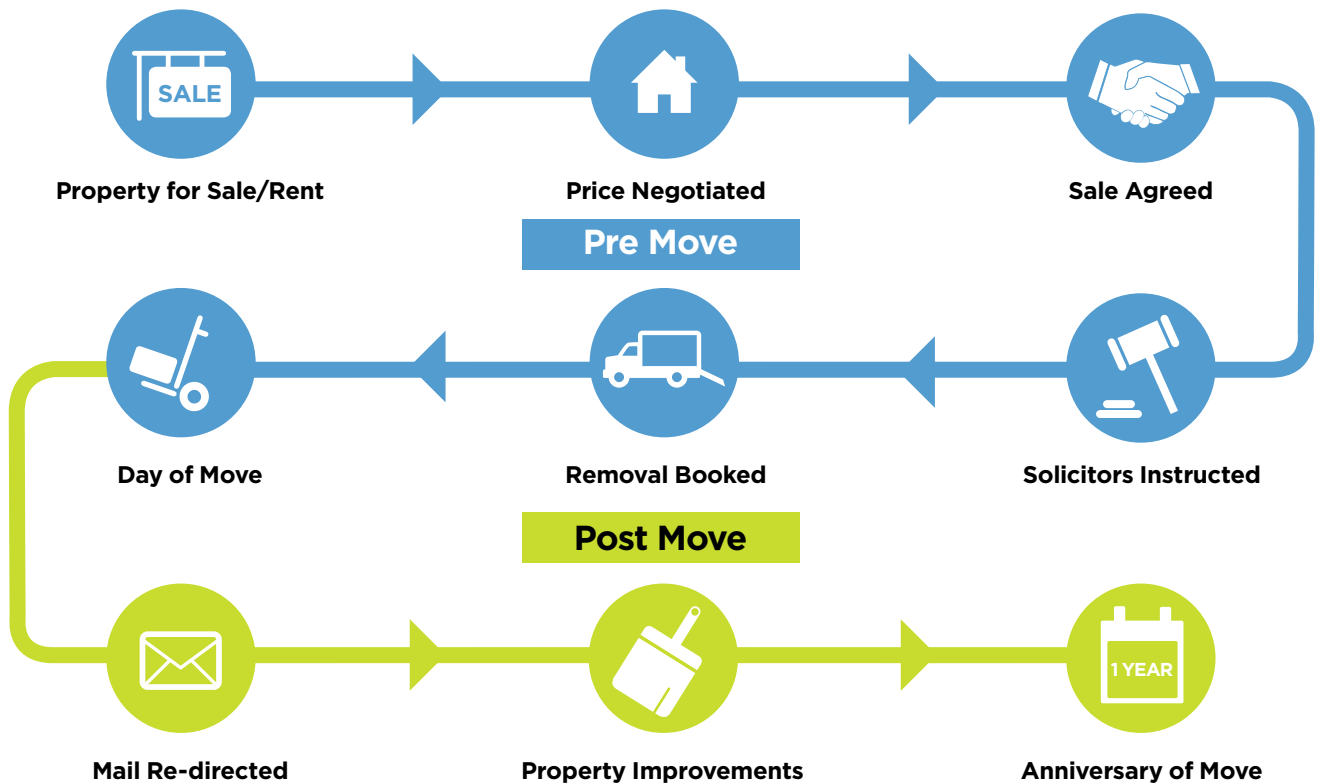# Targeting in-market consumers through the home move cycle

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**

dbsHomemove is the new home movers file that lets you target consumers as they journey through the home buying process. Using the unique insight gathered by conveyancing data, we provide the ultimate home mover file that delivers 80% coverage of confirmed move status of this responsive customer segment. In addition, **dbsHomemove** has been combined with our **dbsLifebase** file to provide greater insight to this powerful customer audience.

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 65% 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 10 times more efficient than standard targeting.

▶

To get your personalised home mover quote call the team on 01245 397 570 or email thesalesteam@dbsdata.co.uk

dbsdata
make the connection

dbsHomemove

dbsdata.co.uk

Pre Move

Property for Sale/Rent → **Price Negotiated** → **Sale Agreed**

Day of Move ← **Removal Booked** ← **Solicitors Instructed**

Post Move

Mail Re-directed → **Property Improvements** → **Anniversary of Move**

1 YEAR

▶ So what makes our data unique?

dbsHomemove does not just identify that someone has moved, it is able to track the exact stage that each household has completed. From first putting their house on the market, having an offer accepted, sold subject to contract, all the way through to the move in date. 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. To provide further depth, we have merged the home move data with our own **dbsLifebase** file; allowing you to segment by property type, income bands, age, interests, to name but a few.

How can I select the data?

dbsHomemove allows you to select both pre and post move,

"

65% of new movers switch suppliers or product brands

sale or let, by the individual stage of the move process or even just take movers in a defined period of time. All data is supplied at address level only alongside any additional variables which we can append to the data. And the greatest benefit is that **dbsHomemove** will identify up to 40% unique addresses when compared to other home move files.

Who does it work for?

- Utilities
- Financial Services
- Home Related Products
- Retail
- DIY

Want to know more?

Then contact the team today and see how we can uplift your next campaign.

About DBS Data

We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.

To get your personalised home mover quote call the team on 01245 397 570 or email thesalesteam@dbsdata.co.uk

dbsdata
make the connection