

So, You Already Have a New Mover Program?

TODAY WE'LL COVER

- ✓ How Differences in New Mover Data Affect Response
- ✓ Real-world Example of Two Sources
- ✓ Greater Opportunities Surrounding a Move

NEW MOVERS

DIRECT MAIL CASE STUDY

MOVE EVENT DOMINATES IN NEW MOVERS MSO COMPETITION

DataPartners' MoveEvent DM went head-to-head with another provider in a direct mail showdown designed to prove which vendor's New Mover product was superior. Back-end campaign analysis showed that MoveEvent not only supplied more prospects (far more unique prospects than commons), it blew away the competing vendor's performance with a 1.56% overall response rate – a 48% increase over the competition.

COMPETITION PARAMETERS

DataPartners provided MoveEvent New Mover prospects to this MSD for use in DM. Results represent the first quarter of 2022 and were tracked by the MSD for a period of eight weeks.

LEAD PROVIDER	HOMES MAILED	RESPONSES	RESPONSE RATE
DataPartners Unique	232,095	3,412	1.47%
DataPartners Commons*	16,868	463	2.74%
DataPartners Overall Performance	248,963	3,875	1.56%
Vendor 2 Unique	160,651	1,398	0.85%
Vendor 2 Commons*	16,868	463	2.74%
Vendor 2 Overall Performance	177,519	1,861	1.05%
DataPartners Difference	+71,444	+2,014	+48.47%

* Commons indicates a New Mover prospect provided by both vendors on the same date.

OBJECTIVE

- ✓ Acquire More Subscribers
- ✓ Increase Response Rates
- ✓ Expose Differences in Sourcing

RESULTS

1.56%

DIRECT MAIL
RESPONSE RATE

2,014

MORE RESPONDERS
THAN VENDOR 2

48.47%

INCREASED
RESPONSE RATE
OVER VENDOR 2

40.2%

MORE LEADS TO
MAIL THAN VENDOR
2

Want to Acquire More New Mover Subscribers?

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