



NEW MOVER MARKETING

SUCCESS KIT FOR 2022



Let's Get Moving!

The 2022 New Mover Marketing Success Kit gives you access to all of the latest new mover insights and trends.

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New Mover Trends Report



The New Mover Trends Report, by V12, A Porch Company and Porch Group, conducted by The Harris Poll, explores the state of today's new movers and uncovers valuable opportunities to reach a lucrative audience of consumers who are actively spending.

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Profile of Today's Mover

Life events are triggering moves. 64% of those surveyed had experienced a life event before moving, such as new employment, graduation, marriage, or becoming a parent.



How Today's Mover Spends

The top items new movers purchase/ anticipate they will purchase within the first 12 months of moving are furniture/home decor (47%), a TV (45%) and appliances (40%).



How Today's Mover Feels

Around 7 in 10 new movers who have moved in the past 12 months, say the process of moving (e.g., packing, buying a home, selling a home) was more stressful than they imagined (72%).

New Mover Marketing Solutions

Mover Marketing - Reinvented

Download our brochure to learn how our proprietary new mover insights and marketing solutions can turn new movers into new customers for your business.

Contact & Household Insights From rich demographic information to interests and shopping styles—we know new movers best.

Premover Data Insights Identify new movers 2-6 weeks before they move, as well as addresses they're moving to and from.

In-Market Shopping Insights Be the first to know when new movers are searching for the services you offer.

Omnichannel Campaigns Target new movers through deploying robust omnichannel campaigns with personalized messaging across the channels they're most apt to engage.

Advanced Analytics We use data science and machine learning to identify high performing mover audiences and power your marketing strategies.

Customer Retention Did you know 88% of new movers are willing to switch service providers? Learn if your customers are moving before they move so you can retain them at their new location.



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Mover Marketing Insights



What is New Mover Marketing?

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Top 8 Methods New Movers Use to Make Purchase Decisions

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The 11 Most Popular Home Improvement Projects

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What New Mover Data Says About Millennial New Movers' Shopping Behavior

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MoverMatch: How to Retain Your Moving Customers

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Top 5 Enticements to Encourage New Movers to Try New Brands

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A Porch Company

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marketing solutions.**

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