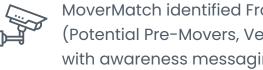


## Challenge

Frontpoint Security approached Porch Group Media with a customer retention challenge. They were losing customers due to the fact that during a move, customers were cancelling their services and leaving the security equipment when they left their property, and then not signing up again at their new property.

## **Solutions**



MoverMatch identified Frontpoint customers in each phase of a move (Potential Pre-Movers, Verified Pre-Movers, Post Movers) to email them with awareness messaging on how to transfer and/or purchase Frontpoint products and monitoring services.

## **Proven Results**

- Matched an average of 7.7% Frontpoint customers to MoverTech
  - +8% increase with retention of current customers
- **9% decrease in cancellations**

## Testimonial

"We've seen solid success with Porch Group Media's MoverMatch in terms of customer retention. They quickly got us up and running with weekly data refreshes and have been a consistent and valuable partner since day one."

