

## WASTE-FREE ADVERTISING®

*Engage shoppers online. Drive sales on premise.*

### DIGITAL DIRECT FOR NEW MOVERS

Targeted online “Welcome” advertising to consumers who’ve recently moved into your service area.

#### REACH NEW, VALUABLE SHOPPERS

Digital Direct for New Movers is a cost-effective and efficient method for reaching shoppers new to your service area and introducing them to your shopping center. Our database of new arrivals to neighborhoods around your shopping center is continuously refreshed and gives you the ability to reach these shoppers digitally.

#### WHY TARGET NEW MOVERS?

New movers present a unique, time-sensitive and lucrative opportunity for retailers to effectively engage these consumers and gain loyal customers.

- New movers spend more on average in their first six months than a typical consumer does in three years, totaling nearly \$170 billion every year<sup>1</sup>
- New movers are 5x more likely than established residents to become loyal, resulting in significant long-term business<sup>1</sup>
- Nearly 14% of the U.S. population, almost 40 million people, move every year, and 15 million of these move out of the county or out of state



#### HOW WE DO IT

PlaceWise has partnered with a national provider of new mover data services that manages utility change of address information. Our database is updated as soon as utility services are ordered, often before the consumer moves in to the new home. Then street addresses are matched to the IP address of the new mover, and we are able to target that household with your messaging.

As new residents browse the Internet on their desktops, smartphones, or tablets, they are targeted with digital welcome ads from your shopping center. These ads link back to your website, where you can encourage new shoppers to attend events, sign up for emails, Facebook and kid’s clubs as well as redeem special discount and promotional offers. Digital Direct for New Movers puts you top-of-mind with shoppers as they are establishing their new purchase patterns in their new home.

Digital Direct for New Movers is packaged as a 12-month program. With PlaceWise Media’s continuously updated new mover data, a monthly ad campaign is generated targeting new movers into your area. A client-defined ZIP code radius around the center will determine the size of the outreach. Available features include:

- Audience segmentation based on time in residence (30, 60, 90 days)
- Street address can be supplied (extra cost) to combine direct mail with online display targeting
- New movers in your primary trade area are targeted up to a pre-defined monthly program spend
- PlaceWise can design the ad creative (One-time creative fee and campaign set up are included)
- Monthly reporting to measure the program’s effectiveness

#### LEARN MORE:

[www.placewise.com](http://www.placewise.com)



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## WITH DIGITAL DIRECT FOR NEW MOVERS

- PlaceWise Media can reach **99% of all internet users in the U.S.** We provide a dynamic way to target local, online shoppers, and convert them into real-world shoppers at physical shopping destinations
- Ads are delivered across all digital media - Display, Social, Video, Mobile via desktops, tablets and mobile devices
- Site inventory is continuously refined to ensure ads are constantly served on the best available brand-safe domains
- Ad placements are optimized by the PlaceWise team throughout each campaign, directing ads to sites with the best response rate

<sup>1</sup>MoverTrends.com, 2009



## ABOUT PLACEWISE MEDIA

Based in Denver, PlaceWise Media is the leading provider of digital marketing services to retail destinations and the companies that own them. PlaceWise's advertising and data network includes nearly 700 malls and shopping centers and 1,400 grocery retailers nationwide. With 10 million monthly visitors and more than 200 million total page views annually, PlaceWise offers shopping centers, retailers and brands real-time access to active shoppers currently intending to purchase relevant products and services, as well as unique first-party shopper data to help clients better understand their target shoppers' intentions and make more informed business decisions. For more information visit **[www.placewise.com](http://www.placewise.com)**.

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