



New Mover Data

Overview

Last year alone, 10% of the United States population moved to a new residence. That's why Infogroup supplies customers with New Mover data on the millions of homeowners and renters who have moved in the last year. It provides information on an amazing number of prospects with significant buying potential, and the timing to reach them couldn't be better.



Full coverage

Infogroup's New Mover data covers the entire U.S. and contains information from new phone connections, change of address for credit cards & magazines (not NCOA) and deed transfers.



Daily & weekly updates

Choose information on a regular basis based on date of move, distance of move, type of move (in-state, out-of-state, etc.), income, phone numbers and more!



Serious potential

This group of renters and homeowners is ready to buy everything from furniture and landscaping to insurance and home improvement services.

Over 75% of New Mover data contains their previous address!





New Mover Data

What you can do with it & key benefits

With Infogroup's New Mover data, you can:

Lead prospects to your door

Reach customers when they're settling into a new neighborhood and searching for new product and service providers.

Find growing audiences

Target higher-income households that are upgrading their lifestyle - and looking to buy bigger and better furniture, appliances and services, to name a few.

Seize a window of opportunity

Send your message to an audience when they need your product or service most.

What are the key benefits?

Speed to market

Daily feeds available:

- 3 to 4 days from connection date
- 2 to 4 weeks from deed transfer

Quality

- 80% have moved within the last 90 days
- De-duplication, standardization and matching to core consumer file allows for higher approval rates

About Infogroup

Infogroup is a leading provider of data and data-driven marketing solutions. The company's solutions are powered by its proprietary business and consumer databases and supplemented by client and 3rd party data. Clients range from Fortune 500 enterprises and local businesses, to not-for-profit and political organizations.

Info Selection Menu

- Date of Move
- Median Age
- Median Income
- Dwelling Type
- Homeownership
- Gender
- Ethnicity
- Move Distance (in miles)
- Within State
- Within County
- Within Zip Code
- Out-of-State
- Phone