

**New Movers COA by GrayHair Direct - New Movers**



New Movers COA by GrayHair Direct offers uniquely sourced new mover weekly hotlines of consumers and businesses that have moved from one address to another. GrayHair Direct manages data solutions and provides change of address management services for major firms. This new mover file is unique offering old address vs new address and is fully enhanced with transactional purchase data, demographics, lifestyle and credit scoring data. Top New Mover File!

**SEGMENTS**

12,372,000	Total Universe / Universe Rate	\$75.00/M
275,000	Weekly Hotline	\$95.00/M
2,000,000	1 Mos. New Movers	\$90.00/M
4,753,000	3 Mos. New Movers	\$85.00/M
12,372,000	12 Mos. New Movers	\$75.00/M
1,156,000	1 Mos. New Movers & Donors	\$90.00/M
102,000	1 Mos. Bankrupt New Movers	\$95.00/M
902,000	1 Mos. New Movers & Mail Order Byrs	+ \$10.00/M
110,524	1 Mos New BUSINESS MOVES	\$90.00/M
250,000	Move Date: March 2018	+ \$10.00/M
	At Email Address	+ \$25.00/M
	Facebook Ad Match \$25/M base, +\$7/M	\$25.00/M

**DESCRIPTION**

**New Movers COA by GrayHair Direct** offers uniquely sourced new mover weekly hotlines of consumers and businesses that have moved from one address to another new address. [GrayHair](#) Direct manages data solutions and provides address management services for major firms. GrayHair Direct New Mover file is ahead of most other new mover files offering old address vs new, weekly hotlines and is fully enhanced with transactional purchase data, demographics, lifestyle and credit scoring data.

Marketers can reach specifically those individuals and/or households at a pivotal time of moving. Moving requires establishing new services such as cable, phones, banking, gyms, pet groomers, schools, insurance and more. In addition moving opens up the need for lots of shopping! Mailers can select new movers from one geographic location by zip code, scf code or state to another specific area. Number of generations in the house, number of children and religious and political affiliation is selectable. The file is well enhanced with robust transactional data to help further define a targeted prospect by purchase activity. This new mover file is highly recommended file for insurance, regional non-profits, retailers, utility service providers and many more seeking to connect with new prospects in the neighborhood. Business movers are also available from GrayHair Direct.

**Special Selects Available:** Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs. Renters, Ethnicity, Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements and more! Inquire

**Weekly hotline available!**

**Demographics:** 43% Male, 46% Female, Avg Age 36, Avg HH Income \$60K, Mostly

**ID NUMBERS**

Manager ID	
NextMark ID	315753
mIn ID	315753
SRDS ID	

**MEDIA TYPE**

Business and Consumer	
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**SOURCE**

Compiled lists, Multi Sourced, Masterfile enhanced, Direct mail sold

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	10/18/2011
New to Manager	10/18/2011
Counts Through	04/30/2018

**DATA CARD MAINTENANCE**

New To System	10/18/2011
"New to System"	11/24/2011
Announcement	
Last Update	05/09/2018
Next Update	06/08/2018
Update Frequency	MONTHLY

Homeowners

**Opt-in Email address** data has been appended to the file. Allow additional time for processing.

**Co-Op Modeling** – Overage Data can be sent to Mailers Co-op for Modeling. Payment required on records used and \$15/M run charges on balance. Volume Discount terms available

**Email Orders:** 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option.

Creative services available for \$275/F fee.

Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email.

Tracking report with delivered, opened, click thru.

Personalization available. Can suppress housefile, inquire. Prepayment required on all email orders

<b>SELECTS</b>		<b>AVERAGE INCOME</b>		
Age	\$8.00/M	Value	\$60,000.00	
Credit Card Type	\$10.00/M	<b>MINIMUM ORDER</b>		
Credit Score Ranking	\$15.00/M	Minimum Quantity	10,000	
Demographics	\$10.00/M	Minimum Price	\$500.00	
Donor by Category Cause	\$10.00/M	<b>COMMISSIONS</b>		
Donor transactions	\$10.00/M	Broker	20%	
Gender	\$8.00/M	Agency	15%	
Exact Age Birth Month/Yr	\$15.00/M	<b>NET NAME ARRANGEMENTS</b>		
Home Market Value	\$15.00/M	<b>Net Name is allowed</b>		
Individ. vs Family Move	\$8.00/M	Floor	85%	
Mail Order Buyers	\$10.00/M	Minimum Quantity	50,000	
Old Address vs New	\$10.00/M	Run Charges	\$8.00/M	
Product Categories	\$10.00/M	<b>EXCHANGES</b>		
Subscribers by Category	\$10.00/M	<b>Exchange is not allowed</b>		
Marital Status	\$10.00/M	<b>REUSE</b>		
Home ownership vs Renters	\$10.00/M	<b>Reuse is allowed</b>		
Credit Lines	\$10.00/M	Minimum Quantity	3,000	
Net Worth	\$10.00/M	Run Charge		
Education Level	\$10.00/M	<b>CANCELLATION</b>		
Occupation	\$10.00/M	Charges	\$100.00/F	
Product Categories such as Children	\$10.00/M	<b>CANCELLATION INSTRUCTIONS</b>		
Move Date	\$10.00/M	Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/ material fees.		
Co-Op Modeling	\$30.00/M	<b>KEY CODING</b>		
Lifestyle/ Interests	\$10.00/M	<b>Key Coding is available</b>		
Run charges	\$15.00/M	Charges	\$3.00/M	
<b>MANAGER</b>		<b>ADDRESSING</b>		
<b>DSA Direct, LLC</b>		FTP	\$75.00/F	
<b>GENDER</b>		EMAIL	\$75.00/F	
Male	43%	<b>SPECIAL INSTRUCTIONS</b>		
Female	46%	Sample Mail Piece Required for Approval. Prepayment on first time orders. Low Nets Available for Large Volume Mailers.		
<b>CONTACTS</b>				
Contact Name	Role	Email	Phone	Fax
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