

New Movers COA by GrayHair Direct



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

SEGMENTS

12,372,000	Total Universe / Universe Rate	\$75.00/M
275,000	Weekly Hotline	+ \$20.00/M
2,000,000	1 Mos. New Movers	+ \$15.00/M
4,753,000	3 Mos. New Movers	+ \$10.00/M
12,372,000	12 Mos. New Movers	\$75.00/M
1,156,000	1 Mos. New Movers & Donors	+ \$10.00/M
102,000	1 Mos. Bankrupt New Movers	+ \$10.00/M
902,000	1 Mos. New Movers & Mail Order Byrs	+ \$10.00/M
110,524	1 Mos New BUSINESS MOVES	+ \$20.00/M
250,000	Move Date: November 2016	+ \$10.00/M
	At Email Address	+ \$25.00/M

DESCRIPTION

New Movers COA by GrayHair Direct offers uniquely sourced weekly hotlines of consumers and businesses that have moved from one location to another. [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. 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 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 file is highly recommended 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 Homeowners

ID NUMBERS

Manager ID	
NextMark ID	315753
mIn ID	315753
SRDS ID	

MEDIA TYPE

Business and Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/18/2011
New to Manager	10/18/2011
Counts Through	06/30/2017

DATA CARD MAINTENANCE

New To System	10/18/2011
"New to System"	11/24/2011
Announcement	
Last Update	07/10/2017
Next Update	08/07/2017
Update Frequency	MONTHLY

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

SELECTS		AVERAGE INCOME	
Age	\$8.00/M	Value	\$60,000.00
Credit Card Type	\$10.00/M	MINIMUM ORDER	
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	COMMISSIONS	
Donor transactions	\$10.00/M	Broker	20%
Gender	\$8.00/M	Agency	15%
Exact Age Birth Month/Yr	\$15.00/M	NET NAME ARRANGEMENTS	
Home Market Value	\$15.00/M	Net Name is allowed	
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	EXCHANGES	
Subscribers by Category	\$10.00/M	Exchange is not allowed	
Marital Status	\$10.00/M	REUSE	
Home ownership vs Renters	\$10.00/M	Reuse is allowed	
Credit Lines	\$10.00/M	Minimum Quantity	3,000
Net Worth	\$10.00/M	Run Charge	
Education Level	\$10.00/M	CANCELLATION	
Occupation	\$10.00/M	Charges	\$100.00/F
Product Categories such as Children	\$10.00/M	CANCELLATION INSTRUCTIONS	
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	KEY CODING	
Lifestyle/ Interests	\$10.00/M	Key Coding is available	
MANAGER		Charges	\$3.00/M
DSA Direct, LLC		ADDRESSING	
GENDER		FTP	\$75.00/F
Male	43%	EMAIL	\$75.00/F
Female	46%	SPECIAL INSTRUCTIONS	
Sample Mail Piece Required for Approval. Prepayment on first time orders. Low Nets Available for Large Volume Mailers.			

CONTACTS				
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