

Just Moved Renters by GrayHair Direct



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SEGMENTS

2,264,000	Total Universe / Universe Rate	\$75.00/M
252,000	1 Mos Movers Renters	\$85.00/M
518,000	3 Mos Movers Renters	\$80.00/M
125,000	1 Mos Movers Renters with Low Income	+ \$10.00/M
250,000	3 Mos Movers Renters with Low Income	+ \$10.00/M
305,638	3 Mos Movers Renters From Apartments	+ \$15.00/M
	At Email Address (Appended by 3rd Party)	\$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	483102
mIn ID	483102
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Direct mail sold, Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/03/2017
New to Manager	08/03/2017
Counts Through	09/30/2020

DATA CARD MAINTENANCE

New To System	08/03/2017
"New to System"	08/04/2017
Announcement	
Last Update	10/06/2020
Next Update	11/03/2020
Update Frequency	MONTHLY

DESCRIPTION

Just Moved Renters by GrayHair Direct offers movers that moved into a rental property. The file updates weekly and is overlaid with LiftBase Enhancements providing an abundant number of selects to target your best prospects! Generally renters are mostly single with the next largest segment being married couples with no children. These agile renters move more frequently and readily shop to adapt to their changing households.

The source of this file is from [GrayHair Direct](#); a data management solutions and address management service for major firms. Marketers can select old address versus new address to reach new prospects in their marketing area that may not yet appear on traditional files. Moving requires establishing new services such as cable, phones, banking, gyms, pet groomers, schools, insurance and more. 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

Demographics: Mostly: Age 35, Income \$35K+, 46% Females, 43% Males

Weekly hotlines and Out of State Movers available!

More About GrayHair www.GrayhairSoftware.com

Facebook Ad! Available on matched New Movers by GrayHair Direct records for \$25/M plus media buy cost.
Inquire for details!

Modeling is available. 50,000 Minimum Rental Order \$25/M Scoring Fee 4-6 Weeks for Model Build

Email is available. File is appended with opt in 3rd party offers and deployed by service

SELECTS

AVERAGE INCOME

Age	\$10.00/M	Value	\$35,000.00
Credit Score Ranking	\$15.00/M		
Demographic and Lifestyle	\$10.00/M	MINIMUM ORDER	
Mail Order Buyer Indicator	\$10.00/M	Minimum Quantity	10,000
Reading Interest	\$10.00/M	Minimum Price	\$500.00
Ethnic/Ethnicity	\$15.00/M	COMMISSIONS	
Spanish Speaking/ Hispanic	\$15.00/M	Broker	20%
Presence of Children,Credit Card	\$10.00/M	Agency	15%
Household Income	\$10.00/M	NET NAME ARRANGEMENTS	
Adult Age	\$10.00/M	Net Name is allowed	
Birth Month/Year	\$10.00/M	Floor	85%
Marital Status	\$10.00/M	Minimum Quantity	50,000
Donors by Category	\$10.00/M	Run Charges	\$8.00/M
Political Affiliation	\$12.00/M	EXCHANGES	
Credit Card Type	\$10.00/M	Exchange is not allowed	
Home Value	\$10.00/M	REUSE	
Net Worth	\$10.00/M	Reuse is allowed	
Education Level	\$10.00/M	Minimum Quantity	3,000
Occupation	\$10.00/M	Run Charge	

MANAGER
DSA Direct, LLC

GENDER

Male	43%
Female	46%

CANCELLATION

Charges	\$100.00/F
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CANCELLATION INSTRUCTIONS

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.

KEY CODING

Key Coding is available

Charges	\$3.00/M
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ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for Approval.
 Prepayment on first time orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales Executive	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact