

New Movers by GrayHair Direct Modeling



New Movers by GrayHair Direct Modeling is available for marketers to use to help identify their customized prospects that have recently moved. New Movers file consists of movers from one location to another and is updated on a weekly basis. Unlike other new mover files, this file is enhanced with the wealth of in-depth data provided by LiftBase Consumer Database Enhancements.

SEGMENTS

11,614,109	Total Universe / Universe Rate	\$85.00/M
11,614,109	12 Mos. LiftBase Consumers / New Movers	\$85.00/M
	Email Match	+ \$25.00/M
	Modeling: 50M Min. Scoring Fee	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	468862
mIn ID	468862
SRDS ID	

MEDIA TYPE

Business and Consumer



SOURCE

Multi Sourced, Compiled lists, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/19/2016
New to Manager	10/18/2011
Counts Through	08/31/2020

DATA CARD MAINTENANCE

New To System	10/19/2016
"New to System"	10/20/2016
Announcement	
Last Update	09/24/2020
Next Update	10/06/2020
Update Frequency	MONTHLY

DESCRIPTION

MODELING AVAILABLE ON WEEKLY HOTLINE MOVER FILE!

New Movers by GrayHair Direct Modeling is available for marketers to use to help identify their customized prospects that have recently moved. New Movers file by GrayHair Direct consists of movers from one location to another and is updated on a weekly basis. Unlike other new mover files, this file is enhanced with the wealth of in-depth data provided by LiftBase Consumer Database Enhancements. Prime prospect audiences identified are scored best to least.

With the prior address information and the new move location, we are able to provide mailers with modeled data with the transactional database appended to the file. Unlike other new mover files, appending transaction data is challenging since they are not recognized at their new address. Having both addresses on GrayHair New Mover file is unique and powerful. Modeling new movers reaches prime prospects at a pivotal time with targeted offers. This file is highly recommended for credit card offers, insurance, financial, home furnishings, garden products/services, memberships, publishers, housewares, non-profits and general merchandise offers.

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

Facebook Ad! Available on matched New Movers by GrayHair Direct records for add'l \$7/M Onboarding. Media buy is additional. Inquire for details!

Modeling:

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

Type of Modeling Available:

- **Good Customer Match Model** – The sample housefile data provided by the mailer is matched to the New Mover file. The matching records are appended with Liftbase Enhancements and a profile of top similar elements is identified and scored to ranked highest similarity to least.

Additional Modeling Options:

* New Mover data can be shipped to your favorite co-op for modeling. Mailers pay on names mailed and \$10/M run chrgs on unused names. Old address and new address information is sent to enable records to be matched.

SELECTS

Email Match	\$25.00/M
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AVERAGE INCOME

Value	\$60,000.00
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Model Scoring Fee **\$25.00/M**

MANAGER
DSA Direct, LLC

GENDER
 Male **43%**
 Female **46%**

MINIMUM ORDER

Minimum Quantity **50,000**
 Minimum Price **\$500.00**

COMMISSIONS

Broker **20%**
 Agency **15%**

NET NAME ARRANGEMENTS

Net Name is allowed
 Floor **85%**
 Minimum Quantity **50,000**
 Run Charges **\$15.00/M**

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed
 Minimum Quantity **3,000**
 Run Charge

CANCELLATION

Charges **\$100.00/F**

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**

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
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★ = Primary contact