



Case Study

Deluxe offers industry-leading new mover data program

15%+

of data was identified by Deluxe **one week faster** than the competition.

34%

increase in new accounts vs. prior provider campaign

100%

lift in new mover prospect universe

Business Challenge

The business had a long-standing mover acquisition program that wasn't performing — due, in large part, to not reaching the full market of people who were looking to move or had recently moved. Since new mover data is critically time sensitive, relying on a single source program to find new movers is risky if it doesn't yield fast, accurate results. The business recognized they were leaving a substantial number of opportunities on the table because their data was incomplete.

Deluxe Answers

Deluxe proposed a full-service New Movers program, part of our broader Life Event Triggers program, to target 900,000+ new movers in the market each week in the United States. The program helps businesses identify consumers on the verge of making important financial and purchase decisions.

Speed to market. Responsiveness declines 30–40% each additional week after a trigger, so identifying movers and responding quickly with the perfect message is vital to a successful campaign.

More robust coverage. Deluxe aggregates dozens of specialty trigger databases on a weekly basis, yielding over 4x more targets than other leading providers. This also allows marketers to target a new mover after their first appearance in any source — providing critical intelligence weeks ahead of competitors.

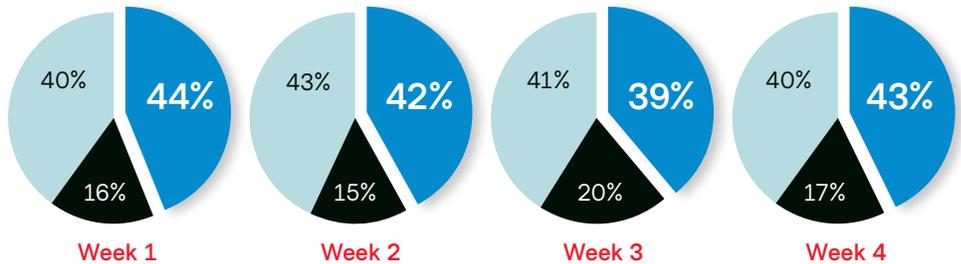
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Results

Deluxe performed a head-to-head comparison against the business's current single-source trigger data provider. The result? Twice as many records yielded, enabling the Deluxe team to provide over 900,000 new movers per week while identifying at least 15% of those records one week ahead of the incumbent provider.

The Deluxe Data Difference



- Leads identified by DLX & Competitor at the same time
- Leads identified by DLX at least a week earlier than Competitor
- Leads identified by DLX, but not by Competitor

Deluxe's depth of data is unmatched. It's faster and more extensive due to multiple new mover data providers. The Deluxe New Mover program identified 15% of the records an entire week ahead of the single-source provider. Reach more people, faster, with Deluxe.

**Want more information?
Contact us today.**

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