

# WELCOME TO THE NEIGHBORHOOD!

## New Mover Direct-to-Home Sampling

**WE PUT YOUR BRAND DIRECTLY IN FRONT OF NEW HOME BUYERS  
THE MOMENT THEY STEP ACROSS THE WELCOME MAT!**

New Movers are a \$170 billion audience and represent a lucrative segment for many companies. The process of moving presents the ideal marketing opportunity for brands to reach the right prospects at the right stage with the right product. With access to 80% of all houses bought in the U.S. per year, we are able to target consumers with omnichannel campaigns and direct to home sampling!



### KEY STATISTICS OF NEW MOVERS

**\$150  
BILLION**

Annual expenditures of movers **exceed \$150 billion** and they are **5X more likely to become long-term customers** if you reach them first. *Are you in their shopping carts?*

**3X  
SPENDING**

Within the first 180 days of a move, new homeowners **spend more than the average consumer spends in three years!**

**80%**

**80% of new movers redeem offers** before, during and after their move. Sending enticing offers with quality samples straight to their mailbox encourages consumers to try out your products while their mailboxes are still relatively empty.

**69%**

**69% of new movers agree that they ENJOY checking their postal box** for mail.

**28%**

When direct mail is paired with email in an integrated campaign, **lift rates increase by an average of 28%.**



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Trial • Awareness • Engagement • Relationship



## HOW WE REACH THE NEW MOVER

Movers are a lucrative market that your brand should be targeting when they are most in need of your products and are most open to relevant offers. Be the first to fill their pantries, refrigerators, vanities and medicine cabinets! Here's the process...

1. Create Your Campaign
2. Sample Mailed for Product Trial
3. QR Code Scanned for "BrandVersion"
4. AI-Driven Engagement & Conversion
5. Re-Engagement Email Campaign
6. Campaign Reporting

## We Like to Think of Ourselves as the "Relationship Type."

We believe that exposing the consumer to brand messaging 4, 5 or 6 times during the campaign leads to the highest likelihood of purchase. Frequency is key and frequent communication and multiple touchpoints throughout the moving process keeps your product top of mind, develops brand awareness and recognition, and establishes the brand-consumer relationship. Prime time to continually reach out is in the first 3 months after a move.



### PROGRAM INCLUDES

- Packaging, postage and fulfillment
- Insertion fee for one sample & one insert
- New mover list with two customizations
- AI-Driven Conversation Platform
- Click2Cart connectivity to retailer
- 2 Re-engagement emails
- Reporting

Pricing is customized for each campaign. For more information or pricing for your campaign, please contact the BrandTelligent team at [info@brandtelligent.com](mailto:info@brandtelligent.com)

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