



New Mover Marketing

***Know who moves,
the week they move.***

Hitting a Moving Target

Mover-trigger marketing can result in increased sales of over 200% versus typical demand-generation marketing campaigns.

Households in the process of moving are more likely to engage with and try new brands—but timing and data source are everything.

New Mover Data Weekly

Our unique marketer aggregates dozens of specialty trigger databases weekly, yielding over 4X the number of new movers than other leading providers and they collect new mover data on a weekly basis!

These leads are sourced from a variety of publicly available information and self-reported sources such as:

- Deed filings
- Newspapers
- E-commerce activity
- Memberships
- Public records
- Re-Location signals
- Coupon/rebate redemptions
- Court filings
- Registries
- IP re-targeting
- Utility and teleco connections
- New listings

New Mover Campaigns

Timing is everything with *New Mover Data*. The worst thing you can do is wait to start your marketing campaigns. Stellar has the ability to expedite your marketing campaigns and have you in the market within 7 days with your pre-approved creative.

As a full-service agency, we can provide additional contact verticals including an outbound/inbound call center, email services, print and mail services, and match-back analytics. These added touches bring your institution to the forefront of those consumers in need of a new and convenient banking relationship. Speed to action is key to the success of this program. The Stellar Financial Group multi-channel approach proves effective, time and time again!

Incorporating *New Mover Marketing* into our Account Acquisition Program, *Deposit Direct*, can greatly accelerate new member growth.

Questions?

George Monnier, our Founding Partner, is more than happy to explain in further detail how the program works and answer any questions you may have.

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