



# TICKING THE RIGHT BOXES:

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How enhanced insights puts your marketing  
in step with consumer life changes

# IDENTIFY RELOCATING HOUSEHOLDS AT A PIVOTAL POINT IN THE BUYING DECISION.



**Roughly 15 million U.S. households are expected to move each year.**<sup>1</sup> With every change of address comes a need for new household items and local service providers. This is a huge opportunity for your business—if you can get ahead of all the competing offers vying for each newcomer’s attention. You need the right kind of insight to engage, attract and win.



The average  
American  
moves  
**11.2x**  
in their  
lifetime.<sup>2</sup>

Predict the likelihood of an impending move—and get ahead of your competitors.

### Certain life events may trigger relocation:

Marriage



Divorce



Births



Career  
progression

Empty nests

If you can harness these insights to identify the consumers most likely to move within the next 3 to 6 months, you’ll have something your competitors lack: **a targeted group of prospects that are most primed for engagement, receptive to new offers and ready to buy.**

<sup>1</sup> American Moving & Storage Association data, 2016

<sup>2</sup> U.S. Census Bureau, Geographical Mobility: 2015 to 2016, 2016

## UNPACKING POWERFUL INSIGHT: CONSIDER HOW MOVER MODELING CAN BETTER PINPOINT REVENUE OPPORTUNITIES.

### Large Furniture Retailer

This retailer launched a promotional offer inviting buyers to purchase new furniture through a credit program. The ideal target? Consumers looking to furnish their new homes.

Using certain consumer data associated with life stages and events—i.e., marriage, graduation, upward career mobility—the Marketing team built robust models indicative of moving patterns. That way, efforts were focused on consumers most likely to establish a new residence.



### RESULTS:

Those identified as “likely to move within the next 6 months” **were 3x more likely to move than the average consumer.**<sup>3</sup>

This represents a potential cost savings, **35% lower acquisition costs<sup>4</sup> and substantially improved ROI**—all by simply expanding insights into lists already being used.\*



<sup>3</sup> LexisNexis® Risk Solutions data, 2018

<sup>4</sup> Ibid.

\*Examples are based on real-life client engagements. Results depict expected performance from internal validations.

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## Wealth Management Firm

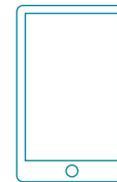
To help drive expansion into key areas, this company used their existing prospect lists—and a powerful solution—to segment local versus cross-country moves. This enabled the firm to craft marketing programs appealing to these respective groups.



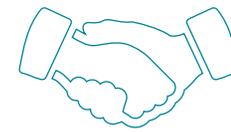
### Example:

The firm distinguished prospects likely to move long distances—nearly 400 miles away—from those likely to stay close by.\*

### Tailored messages included:



Introducing consumers leaving the area to advisors in the new locale

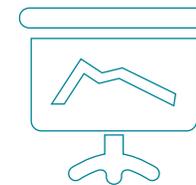


Promoting the firm's new app



Marketing to new prospects in the existing area

### Results:



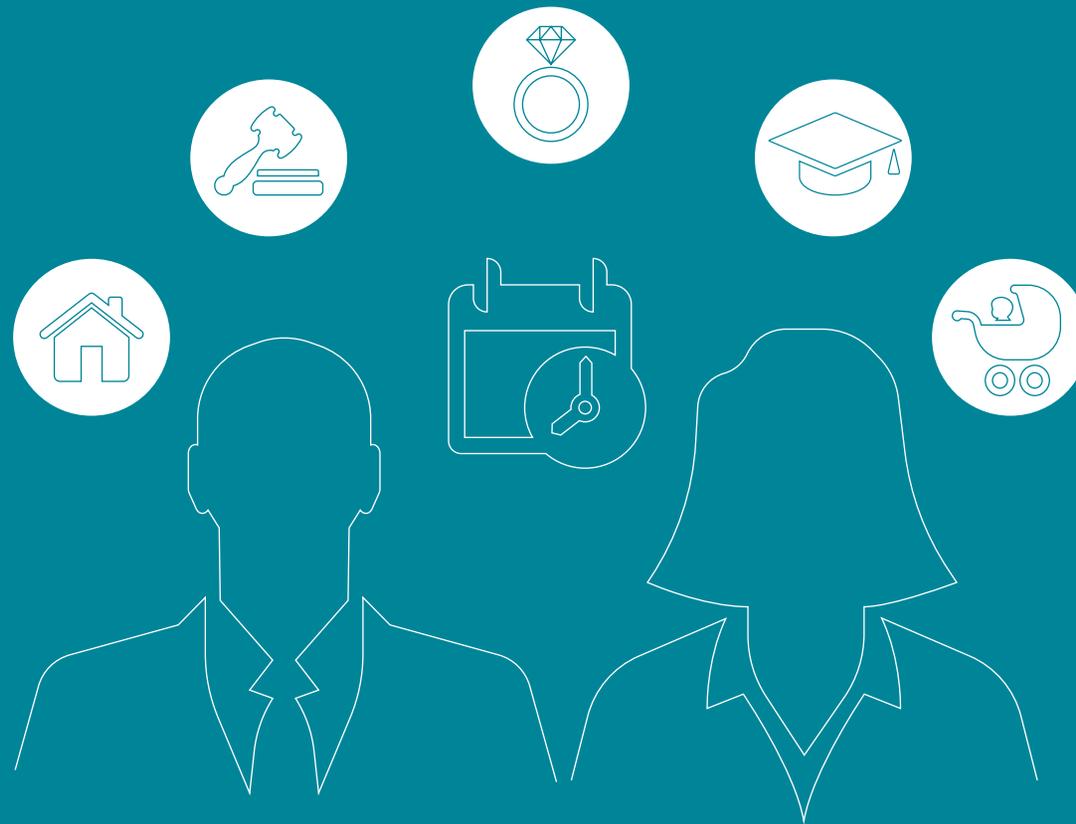
Reduced attrition



Increased growth

## PROFILE BOOSTER DOES THE HEAVY LIFTING.

Each of these scenarios demonstrate how new mover modeling can be applied using Profile Booster from LexisNexis® Risk Solutions. Profile Booster enhances consumer records with alternative data that reveals patterns and trends indicative of household mobility in a 3- to 6-month window.<sup>5</sup>





Marital Status



Educational Status



Professional Licenses & Certifications



Property Assets



Home Value



And more



Income & Economic Trajectory



Court Records

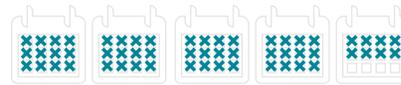


**20% of people move** for an employment-related reason<sup>6</sup>



Refine and improve your marketing strategies through valuable insights. Profile Booster helps you build constructive information on:

**4.6 years:** Average time an American stays in a job<sup>7</sup>

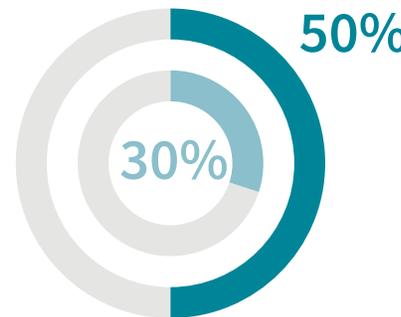


Individuals



Households

**50% of apartment renters are highly likely to move,** compared to 30% of property owners<sup>8</sup>



Relatives



Associates

With this, you can isolate your efforts to those consumers who may already be in “decision mode” and eager to hear what you have to offer.

<sup>6</sup> U.S. Census Bureau, Geographical Mobility: 2015 to 2016, Published 2016

<sup>7</sup> Bureau of Labor Statistics, Employee Tenure Summary, 2016

<sup>8</sup> LexisNexis® Risk Solutions data, 2018

## ONLY FROM LEXISNEXIS® RISK SOLUTIONS.

The scope and scale of our analytics capabilities is unmatched. Uncover more information on a consumer—with more accuracy. Quickly aggregate knowledge into reliable insight. Move in on the right targets sooner. Move on from “blanket” marketing.

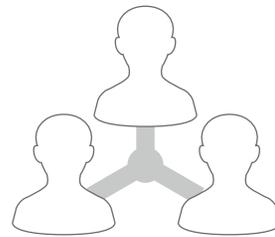
### Breadth and Depth of Data:

Access to 82+ billion public and proprietary records across more than 10,000 data sources



### Sophisticated Linking:

Superior linking technology (via LexID®) that allows you to quickly aggregate and match data to produce meaningful insights that indicate creditworthiness



# Better manage all the moving parts of your marketing:



Improve targeting accuracy



Retain, manage, cross-sell and up-sell



Accelerate response rates



Reduce customer acquisition costs

**This is more than a change of address:** it's a whole new perspective.

Keep up with the changing lives of your customers and prospects.

**Contact us today to learn more at  
[risk.lexisnexis.com/CreditRisk](http://risk.lexisnexis.com/CreditRisk)**



**About LexisNexis® Risk Solutions**

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX Group plc (LSE: REL/NYSE: RELX), a global provider of information and analytics for professional and business customers across industries. RELX is a FTSE 100 company and is based in London. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).

Profile Booster is not provided by “consumer reporting agencies,” as that term is defined in the Fair Credit Reporting Act, 15 U.S.C. § 1681, et seq. (“FCRA”) and does not constitute “consumer reports,” as that term is defined in the FCRA. Accordingly, Profile Booster may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA.

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