Predict profitable opportunities with insights on new movers

It's estimated that about 15 million US households move each year. Knowing the next move of your customers and prospects opens up avenues for acquisition and revenue growth and creates the chance to be first to market with new movers. The LexisNexis® Profile Booster New Mover Model enables your business to better predict the likelihood of an impending move across your customers and prospects with an easy 1-99 score. By leveraging our proprietary consumer address change data, machine learning and advanced analytics, the Profile Booster New Mover Model helps your business predict and effectively segment homeowners and renters on the likelihood to move within the next six months.

With this model you gain insights into household mobility that can help your business:
- Identify opportunities to increase growth
- Improve customer retention and engagement
- Lower customer acquisition costs
- Prevent customer attrition

The Profile Booster New Mover Model enables your business to confidently categorize household mobility by capturing over 68% of the movers at 30% depth of file. Top scorers in the Profile Booster New Mover Model are 3-times as likely to move within the next six months as the average consumer. With the simple inputs of Name and Address, the Profile Booster New Mover Model returns an easy-to-interpret score to help your business proactively pinpoint household mobility.
Maximize marketing efforts with more precise mover intelligence

The Profile Booster New Mover Model is powered by LexisNexis® Profile Booster and utilizes more than 250 attributes to assess a consumer’s likelihood to move in the next six months. Improve targeting precision and better focus marketing spend with deeper insights into the mover population:

- Differentiate between the type of residential moves including property owners, condo owners and apartment renters
- Customize the model based on your target population
- Segment between local and cross-country moves
- Identify consumers who are likely to move by their current zip code or state

With the Profile Booster New Mover Model, your business gains expansive insights into household mobility that strengthen marketing accuracy, so you get the highest returns on your marketing investment.

Predict the likelihood of an impending move across your customers and prospects and make smarter moves toward more effective marketing and increased growth.