

## Are your best opportunities on the move?

Proactively predict household mobility with the LexisNexis® Profile Booster New Mover Model



### 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

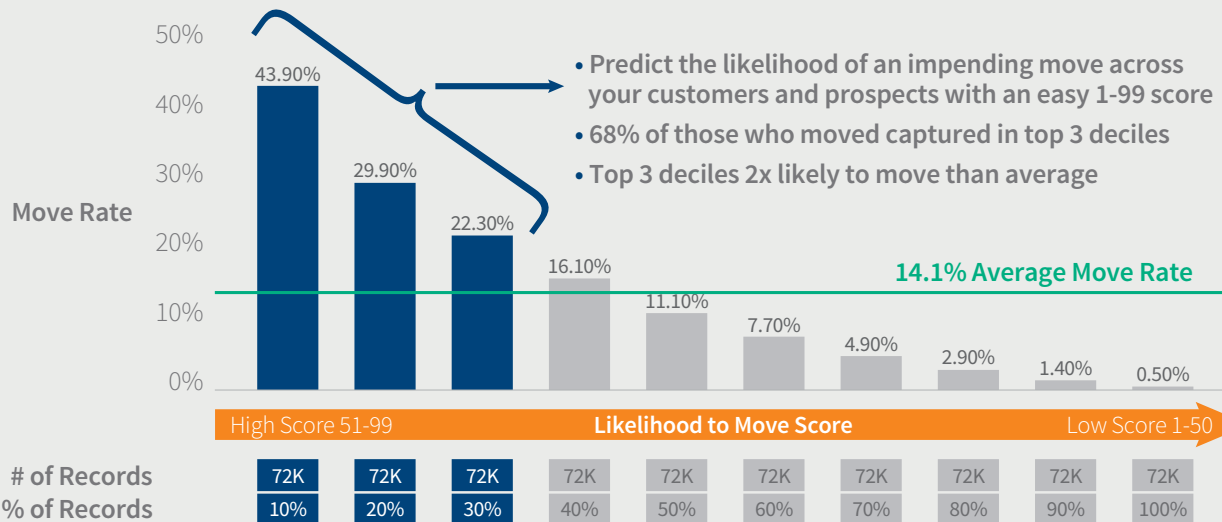
The Profile Booster New Mover Model enables your business to confidently categorize household mobility by capturing over 68% of the movers at 30% depth of file. Top scorers in the Profile Booster New Mover Model are 3-times as likely to move within the next six months as the average consumer. With the 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.

### Capture stronger insights into household mobility with predictive attributes

*The Profile Booster New Mover Model leverages over 250 attributes to precisely predict household mobility.*

- Demographic Information (Age and Marital Status)
- Household Demographic Information (Who the prospect currently resides with)
- Relative and Associate Member Information
- Education Attendance
- Home Ownership Status
- Current Dwelling Type
- Current Banking Status
- Time Since Last Move
- Court Records

### Target consumers who are 3-times more likely to move in the next 6 months



### 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.



Learn more at:  
<https://risk.lexisnexis.com/products/profile-booster>

#### 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 (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).