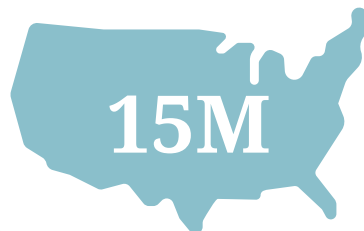


MORE THAN A CHANGE OF ADDRESS:

Consumers are moving—**but your opportunities shouldn't.**



15M U.S. households move each year¹

A person moves 11.2x in their lifetime²



Unpack powerful insight to predict the likelihood of an impending move. These case studies show how **mover modeling can better pinpoint revenue opportunities.**

Situation: Large Furniture Retailer

Goal: Target consumers looking to furnish new homes

Those “**likely to move within next 6 months**” were **3x more likely to move** than the average consumer³

35% lower acquisition costs⁴

Situation: Wealth Management Firm

Goal: Drive expansion

Tailored messages to prospects likely to move long distances—nearly 400 miles away—to promote advisors, promote their app, market to new prospects in the area

Reduced attrition ↓

Increased growth ↑

Look at the major life events to household mobility **in a 3- to 6-month window:**



Marital Status



Property Assets



Home Value



Professional Licenses



Income & Economic Trajectory



Educational Status



Court Records



And more

20% of people move for an employment-related reason⁵



50% of apartment renters are highly likely to move, compared to 30% of property owners⁶



Improve predictive power with Profile Booster from LexisNexis® Risk Solutions.



Improve targeting accuracy



Retain, manage, cross-sell and up-sell



Accelerate response rates



Reduce customer acquisition costs

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

risk.lexisnexis.com/CreditRisk

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¹ American Moving & Storage Association data, 2016

² U.S. Census Bureau, Geographical Mobility: 2015 to 2016, 2016

³ LexisNexis® Risk Solutions data, 2018

⁴ LexisNexis® Risk Solutions data, 2018

⁵ U.S. Census Bureau, Geographical Mobility: 2015 to 2016, Published 2016

⁶ LexisNexis® Risk Solutions data, 2018