

The REaD Group plc



Royal Mail

HOME MOVERS MAILING SERVICE (HMMS) from

Accurate and timely homemover trigger data

A home move is indicative that a consumer spending frenzy is in play. Consumers are in the mood to buy and are more receptive to ideas and suggestions. Contacting them just after they've moved, with a well targeted message, is likely to yield a much greater response than at any other time.

What makes this data so good?

- Improved data source
- Royal Mail Redirection service data - no inferred move dates
- Covers 60% of all home moves
- Timelines based on actual move date
- Availability of email and postal addresses for multi-channel contact
- Named contacts for personalisation

Who should be using this data?

If you are marketing products and services that are triggered by a home move, then data from HMMS is as good as it gets.

- Household insurance
- Utilities
- Telecoms
- Domestic appliances
- Financial services
- Furnishings
- DIY
- Gardening equipment
- Building services
- Supermarkets

Did you know?

"People spend more in the first six months of moving than in the next five years"

Source: Association of Directory Publishers

The Source

The HMMS is a list of homemovers collected and validated through the Royal Mail's Redirection Service. This data has never before been released for use and, what's more, it consists of postal and email addresses so marketers can carry out multi-channel integrated campaigns for even better results.

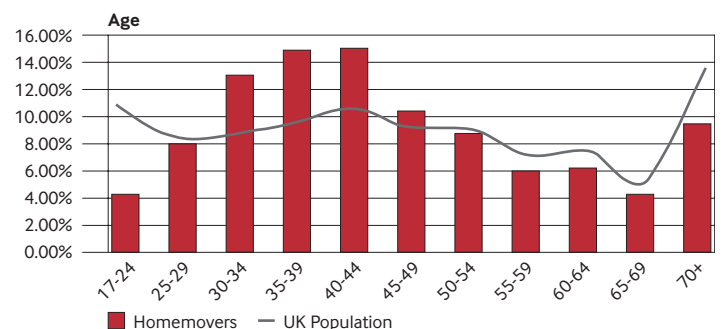


60% of all homemovers pay to register with the Royal Mail redirection service – that's 100,000 people every month. Consumers are paying for the service so it's in their interest to provide accurate information. The information is also passed through a strict validation process to ensure the highest quality.

[Click here](#) to visit the **Royal Mail Redirection Service** website

The Profile

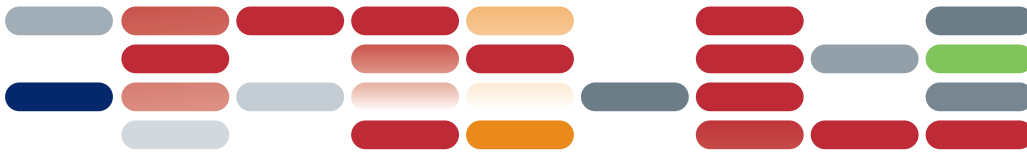
- Although all income levels are present, the highest represented profile is that of affluent singles and couples living in exclusive urban neighbourhoods
- 57% male
- House values are higher than the UK average and in the main homemovers are moving to larger houses
- People aged 30-44 are significantly over represented



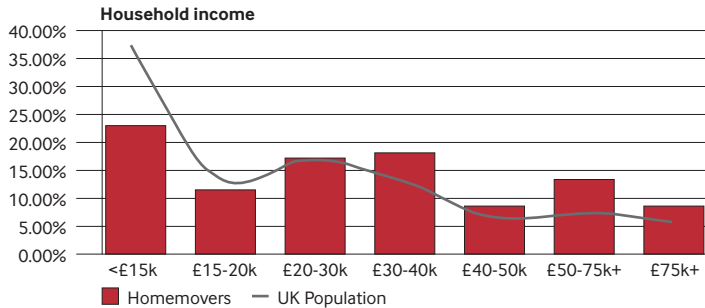
In partnership with Royal Mail

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The Data

The data is available to purchase from 2 weeks after the move date – it really is that accurate because the homemover has to provide a move date for the Royal Mail redirection service.

30% of all registrations have opted in and therefore you can address them personally. The remaining 70% are available for non-personalised mailings at their new address. The HMMS also provides the old address for Dear Occupier mailings to the new occupant.

Information provided:

- Named individual (if permissioned)
- Postal address
- Email address (if permissioned)

Selections can be made on:

- Age
- Gender
- Geographic location – including drive-time
- Move date ranges – by week or month
- CAMEO selections

The data is available via a weekly data feed, or alternatively on a historic selected date range and purchased on a cost per thousand basis.

Added Value

Further 'value adding' services can be explored such as:

- car insurance renewal dates
- date of birth appends
- bespoke models valuing the moved from and moved to property
- campaign management – including data processing, creative, printing and mailing or broadcast

Prices (cost per 1000)

- Personalised (Test) £180
- Un-personalised (Test) £150
- Personalised (Rollout) £250
- Un-personalised (Rollout) £200
- Email Data (Test) £10 + base data rate
- Email Data (Rollout) £20 + base data rate



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