

Home Mover Data Marketing

Moving home is exciting, hectic and can be a stressful time for all of us. Having to get your head around everything from agreeing a mortgage, selling or letting your existing home, through to packing, moving and making your new home your own. It's also an incredibly expensive time in our lives and at time we'd all be grateful for savings and offers on goods and services in the home moving sector.



The UK home mover market:

- 11% of us move home each year*
- In 2024 c2.5m households moved home
- 45% were homeowners, 55% were renters and 54% are first time buyers
- Collectively they spent over £7bn in home improvements in the 12 months following their move*
- Over £9bn on moving related goods and services*
- 65% of them will switch supplier for utilities, personal loans, credit cards etc
- Interestingly 25% will go on to buy a new car in the following 2 / 3 months following a move

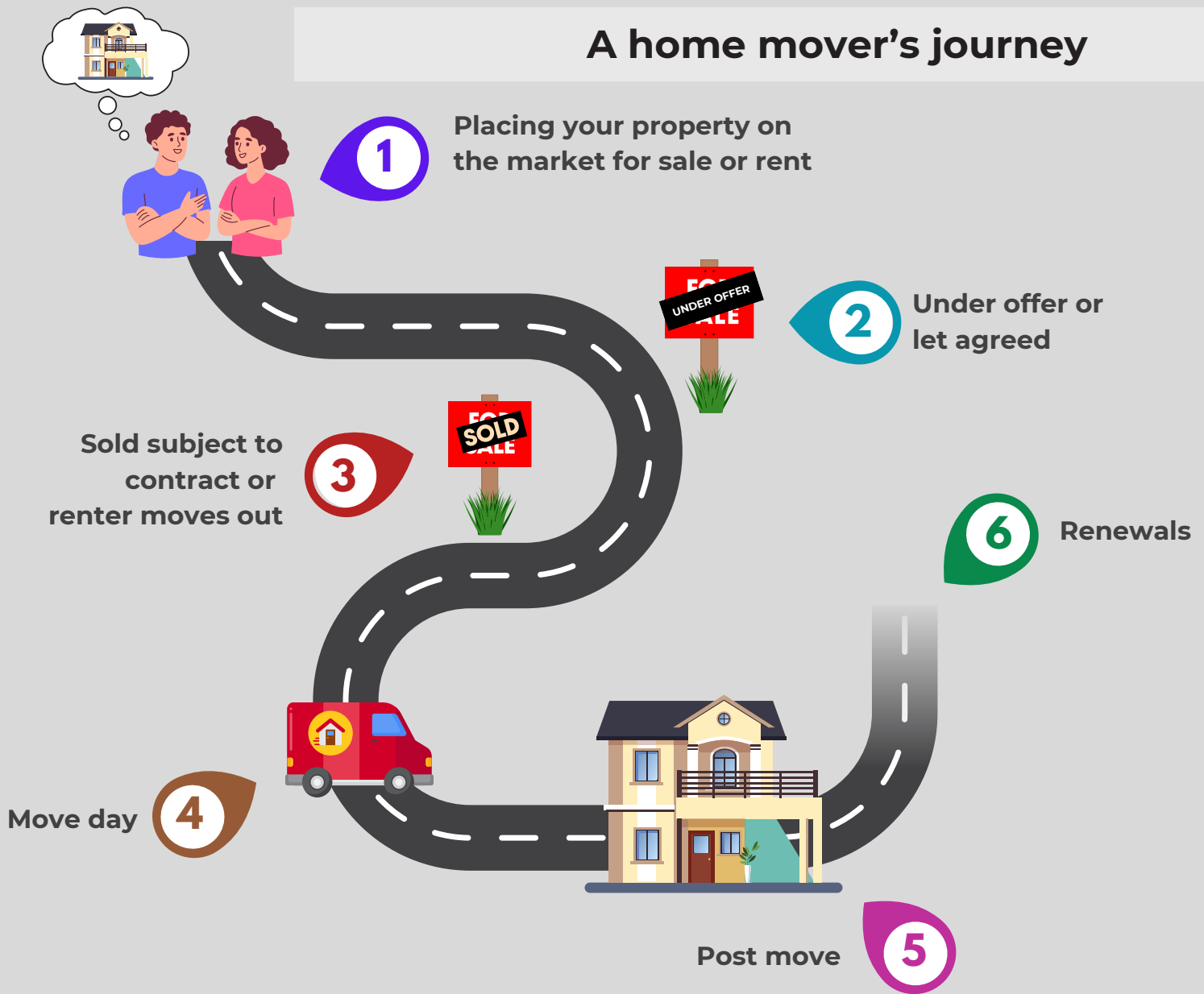
*source: Royal Mail

Moving home is an **enormous opportunity for brands** offering relevant goods and services, with businesses seeing significant returns on their marketing investment, **however, if missed it can be several years before you get back in the door.**

The Key

The Ark have over 20 years' experience in providing data and marketing initiatives to brands targeting the lucrative home mover sector. The key is always – **Right Person, Right Time, Right Message.** Years of feedback and ROI stats from our clients have enabled us to become experts in helping brands to market themselves through multiple channels to the home mover sector.

A home mover's journey



Perfect timing for...

1

- Mortgage Applications
- Solicitor

2

- Conveyancing

3

- Removal Company
- Home Insurance
- Utilities
- Broadband

4

- Supermarket
- DIY

5

First month following move:

- Broadband & Utilities
- Home Emergency Cover & Boiler Servicing
- DIY
- Flooring & Home Furnishings
- White Goods & Appliances

In the 12 months following the move:

- Personal Finance – Credit Card & Loans
- Bathroom & Kitchens
- Windows & Doors
- Solar Panels / Boilers / Heat Source Pumps
- New Vehicle Purchase

6

- Home Insurance
- Utilities
- Broadband

Fast Accurate Data

Having highly accurate, timely data at all stages of the home mover journey is vital in order to ensure that you can place your message or offer in front of a home mover at **exactly the time that they are considering your particular goods or services**. A new home mover has so many things to consider, you need to talk to them at exactly the time when your offer is relevant, if you're too early or too late you've missed the opportunity.



What makes us unique, is not only our ability to target home movers at all stages of the move journey, but also to **understand in detail key property and household variables**, meaning your offer can be sent to the right audience profile and at exactly the time they are in the market for your products and services. [Our UK Household File](#) provides detailed information on the physical attributes of a property and detailed information on the households living in them (household income, age, family composition, attitudes towards 'green' issues etc).

Our Home Mover Data Channels

Mover Alerts – Direct Mail – c. 2.5m movers per annum (based on 2024 figures)

Matching to existing customer base for retention, prospecting (direct mail), debt prevention and recovery

Mover Alerts - E-Mails – c. 650,000 opted-in email addresses per annum matched to our Mover Alerts dataset

Programmatic - Focussed advertising campaigns via Facebook, Instagram and Sky TV using Mover Alerts data to target audiences

Moooove – [Moooove Direct Mail](#) – A collaborative mail pack with offers from brands in non-competing sectors

Bespoke Direct Mail Campaigns – We can provide everything from advice on timing and messaging through to handling creative, production print and mail if required

An End-to-End Solution

Multi-channel campaigns = significant ROI uplift.

To give you an idea, we consistently see response and **acquisition figures of up to 10% from direct mail**. When overlaid with email or programmatic, these figures jump up dramatically to **over 18% in many cases**. This is a target you really can't afford to miss.

Bespoke Home Mover Proposition

If you're in a sector where targeting home movers is a key marketing priority and you would like to know exactly how to maximise your Return on Investment, if you get in touch with us to arrange a quick chat to understand a bit of background, we'll get back to you with a free bespoke fully costed proposal, detailing the optimum time to position your message, the channels available, response rates and expected ROI costs.

To get in touch...

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