



# Knowing exactly when to target home-movers... that's the key

## Home Movers Key Triggers

See the whole picture from WhenFresh

### Moving home. It's one of life's most exciting journeys, and the most expensive.

On average, movers spend around £5,000 on goods and services directly relating to their move, and crucially 5 times as much on home improvements in the first 6 months post-move, as they do in the next 3 years.

With 2 million households in the UK moving each year, that makes for big business. £1bn of big business, in fact.

From mortgages, bath taps and conservatories to broadband & energy providers, it's a massive window of opportunity for all sectors.

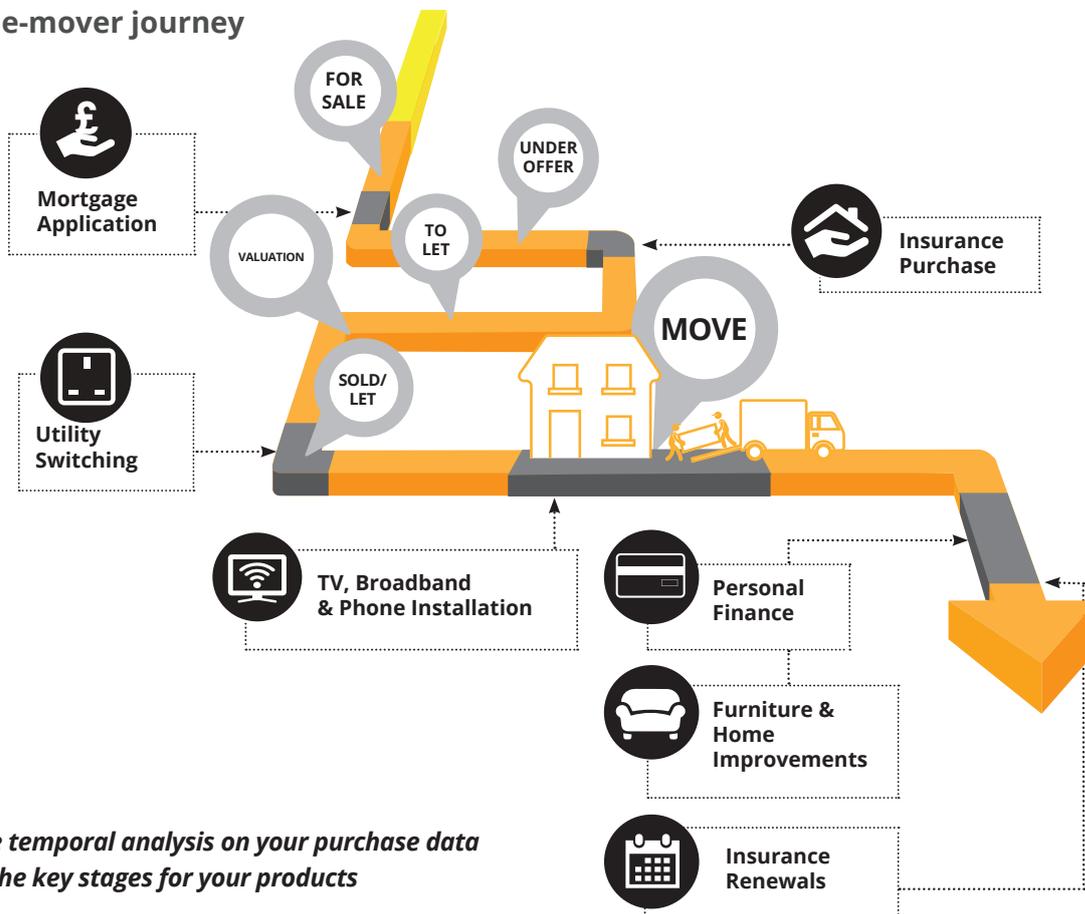
At WhenFresh, we know that the timing and relevance of your offer is paramount - hit a potential prospect too early, and they'll have forgotten by the time they need to do something about it. Hit them too late, and they've probably already gone to a competitor.

But how do you when the right time is?

**Well, you don't.**

**But we do.**

### The home-mover journey

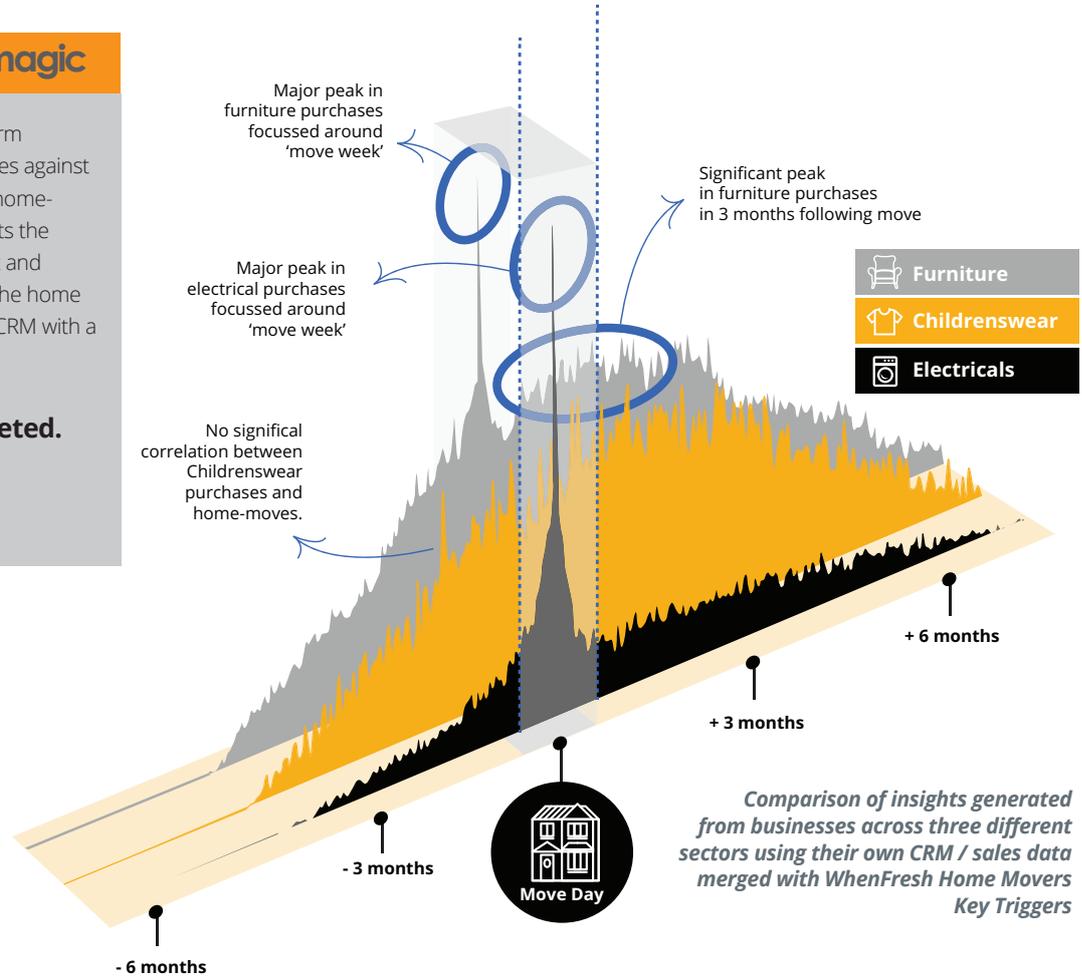


*Our unique temporal analysis on your purchase data identifies the key stages for your products*

## The WhenFresh magic

Our bespoke analysis platform aggregates your product sales against our multi-validated historic home-movers and directly pinpoints the exact point of your prospect and customers purchase along the home move journey, arming your CRM with a hugely powerful insight.

**Making it more targeted.  
More effective.  
More....well, more.**



## Who we've helped...

### The Broadband Provider:

Combining historic new-purchase sales data from a leading national broadband provider against our bespoke temporal analysis, we revealed that over 90% of new-to-home customers place their installation order just **one week before moving house**.

### The Mortgage Lender:

After matching a high-street bank's customer database to our Home-Mover's model, we identified that the mortgage-lending arm of the business had **missed potential mortgage sales from existing customers worth a massive half-a-million pounds to other lenders**.

With WhenFresh insight into their customer data, they are now able to pro-actively prevent potential home-move customers from slipping through the net.

### The Scandinavian Furniture Store:

Our analysis of customers holding a loyalty card spending over £200 in a single trip to the store revealed a significant peak of **purchases over £1000 in the seven days following a house move**. This insight allowed the store to effectively target their database around this critical one-week window.

We've already helped 100's of businesses across the UK to help them identify where, and more importantly when they can maximise their marketing comms across the home-movers market.

**By marrying your data to our unique homemover insights, we can give you the key to the shiny new front doors of millions of UK consumers.**

## Interested?

Get your boffins, strategists and marketers to talk to us about refreshing your market approach.

Give us a bell on **020 7993 5818** or drop a note to **whosmoving@whenfresh.com**

whenfresh