



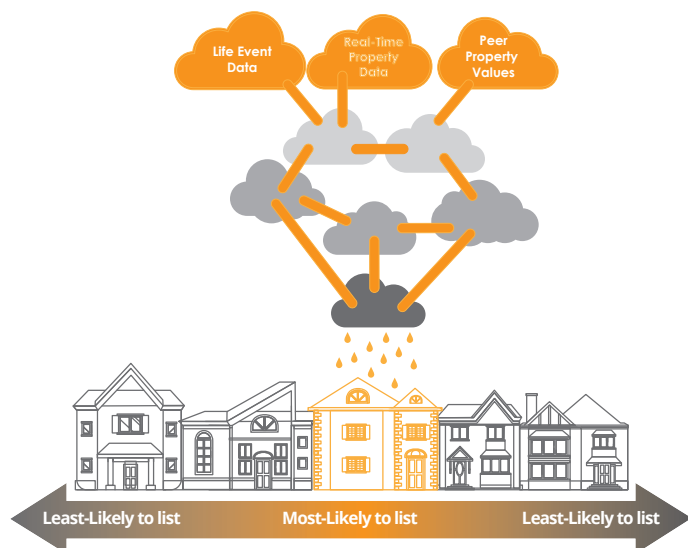
know exactly who's going to make the next move

Not Yet on Market - Predictive Cleverness from WhenFresh

John Lennon once said "Life is what happens while you are busy making other plans." ...It can certainly be unpredictable but one thing is for sure; you will move house at least 6 times in your lifetime.

Home movers are big business – with a huge additional peak spend. How do you know when someone is thinking about moving house?

**Well, you don't.
But we do.**



We stream a phenomenal amount of data and mine it to find key intelligence triggers which give us big, red flags that a property is likely to be coming on to the market soon. As well as those that aren't – because knowing what someone *isn't* doing is sometimes as important as knowing what they *are* doing.

New addition coming along? You're in a one-bedroomed flat.....you're going to be selling up soon

Kids gone to University? That 5 bedroom house takes a lot of heating and cleaning for a 2 person household.....you're going to be selling up soon.

Typical life triggers to moving house



New baby



Marriage



Divorce



New Job



Bereavement

Now you can re-imagine how you engage with customers you may be about to lose, and tailor your CRM strategy accordingly. Don't forget your acquisition strategy for all those lovely people you want to do business with.

In today's connected world, you'll want to fully harness the power of the model across your display and programmatic media too. That's why we can provide it with full linkage, or as an audience package.

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