



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.

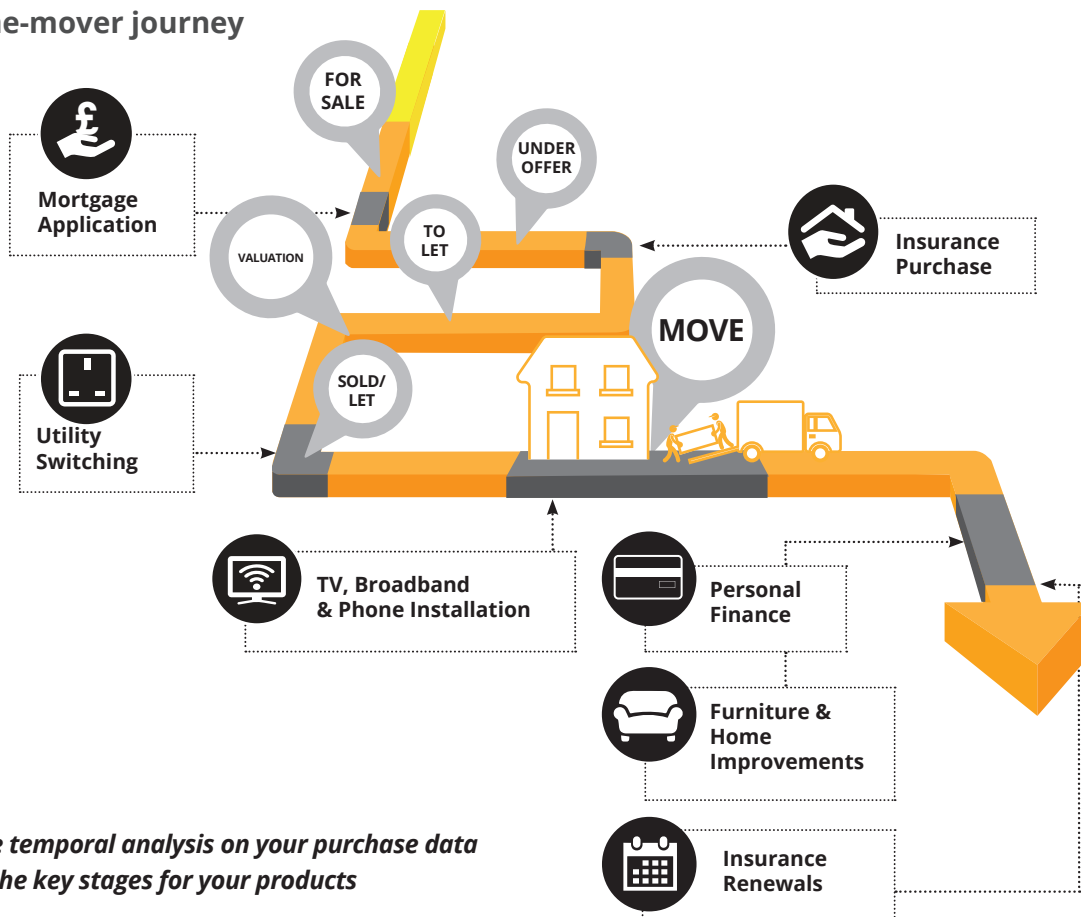
At WhenFresh, we know that the timing and relevance of your offer is paramount - hit a potential prospect too early, and they'll have forgotten by the time they need to do something about it. Hit them too late, and they've probably already gone to a competitor.

But how do you when the right time is?

Well, you don't.

But we do.

The home-mover journey

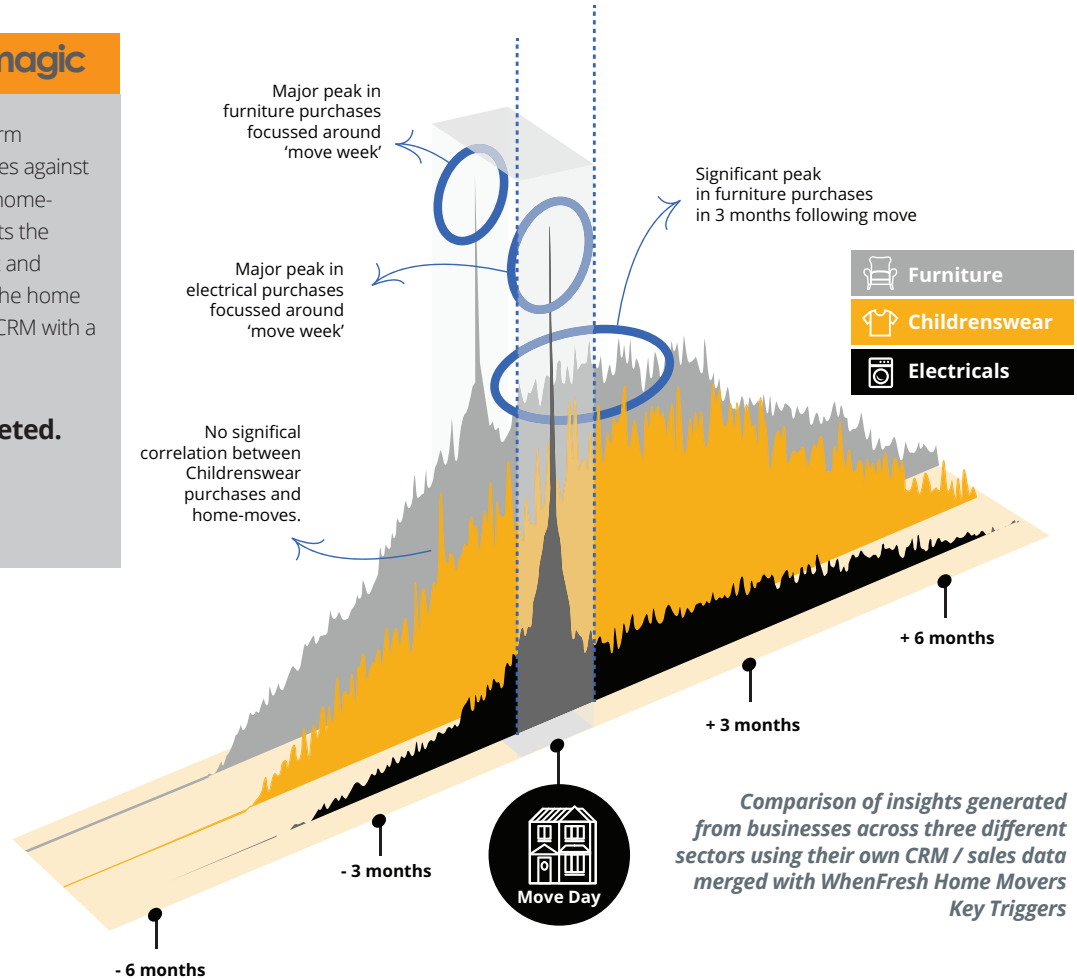


Our unique temporal analysis on your purchase data identifies the key stages for your products

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**

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