



A Porch Company

New Research

The 2022 Marketer's Perspective on Mover Marketing

Research Conducted in Partnership with Ascend2



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Introduction

New Mover Marketing (also known as "Mover Marketing") is the term used for marketing initiatives that target people who are moving. This group's spending habits typically change drastically during this time, presenting an opportunity for businesses to acquire and retain customers.

Through the use of data, mover marketing strategies can now go far beyond a simple direct mail campaign and contribute substantially to a comprehensive customer acquisition and retention strategy. **But are B2C organizations utilizing mover marketing strategies to their fullest extent?**

To help answer this question, V12 partnered with Ascend2 to field The 2022 Marketer's Perspective on Mover Marketing survey in February of 2022. The report that follows represents the opinions of 253 marketing professionals working for enterprise organizations in the B2C channel who responded to this survey.



The 2022 Marketer's Perspective on Mover Marketing
Conducted by V12 and Ascend2, Published April 2022

Key Highlights

- **Who is using mover marketing strategies?** Just over one-quarter (28%) of organizations have a new mover marketing strategy in place and measurable and another 26% are currently rolling out a strategy.
- **Improving customer acquisition and retention.** Mover marketing users have seen significantly more increase in both customer retention and customer acquisition in the past year than non-users.
- **Budgets are going toward movers.** 35% of mover marketing users who have the most successful overall marketing strategies dedicate more than 20% of their marketing budget to target movers.
- **Mover marketing makes an impact.** Nearly half of mover marketing users say that mover marketing has a significant impact on overall marketing performance, rating it an eight or higher on a scale of one to ten.
- **Pre-move indicators boost success.** Those with a mover marketing program in place who have access to pre-move indicators as a part of their program have significantly more success.

1.0 Top Priorities

Customer experience, acquisition, and retention are top of mind for marketers.

B2C marketers list that improving customer experience, customer acquisition, and customer retention will be top priorities in the year ahead when it comes to areas of their strategies to improve.

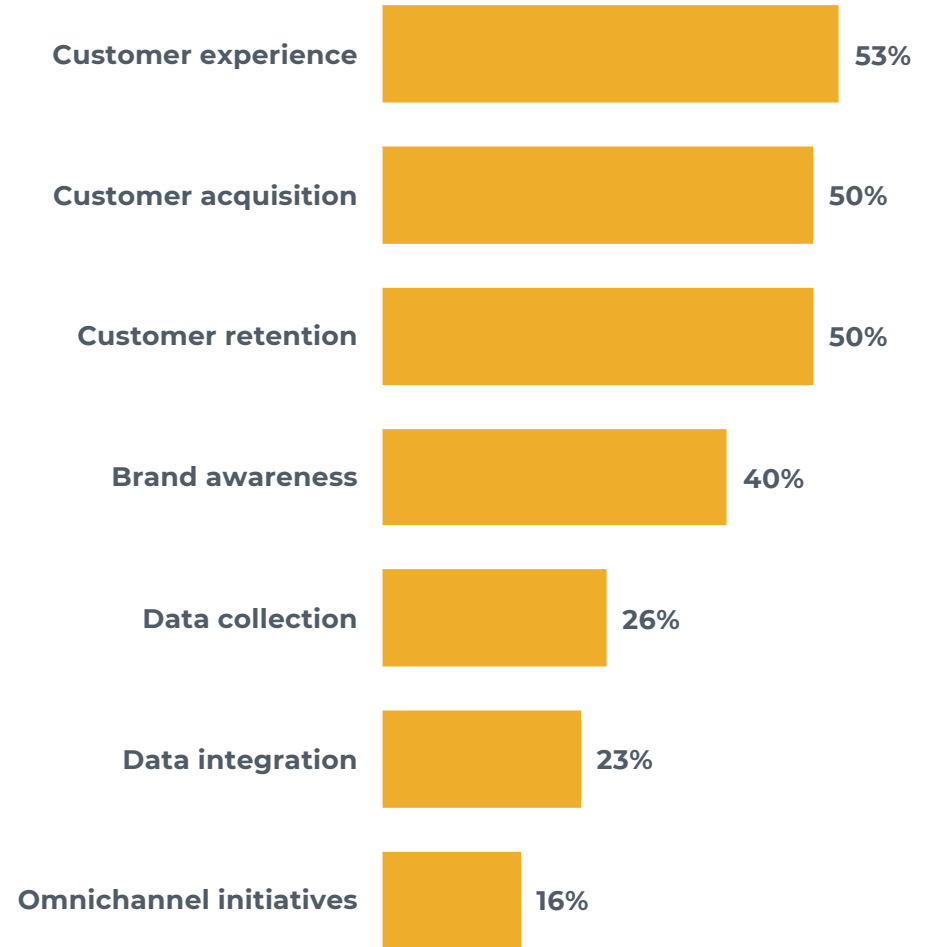
For B2C marketers, an exceptional customer experience is critical to acquiring new business as well as earning loyalty with existing customers.

Over half of those surveyed report having customer acquisition and retention strategies in place with another 33% in the process of implementing a program for one.

In the research that follows we'll examine how new mover marketing can play a powerful role in the success of acquisition and retention programs.

84%
of B2C enterprise marketers have a customer acquisition and retention program in place or are currently in the process of implementing one.

Which areas will be your top focus for improving your marketing strategy in the year ahead?



1.1 Top Priorities

How has customer acquisition and retention changed in the last year?

How has the rate of **customer acquisition** changed in the last year?

	Mover Marketing Non-Users	Mover Marketing Users
Increased significantly	8%	41%
Increased moderately	65%	54%
Decreased moderately	20%	4%
Decreased significantly	7%	1%

How has the rate of **customer retention** changed in the last year?

	Mover Marketing Non-Users	Mover Marketing Users
Increased significantly	9%	35%
Increased moderately	63%	55%
Decreased moderately	23%	6%
Decreased significantly	5%	4%

Mover Marketing Users Saw Significant Increases in Customer Acquisition & Retention Last Year.

Customer acquisition and retention are improving moderately for most, but when comparing those who are currently utilizing mover marketing programs with those who are not, we see significant differences in success.

Organizations who report having a mover marketing strategy in place and measurable report significantly greater increase in both customer acquisition and retention in the last year.

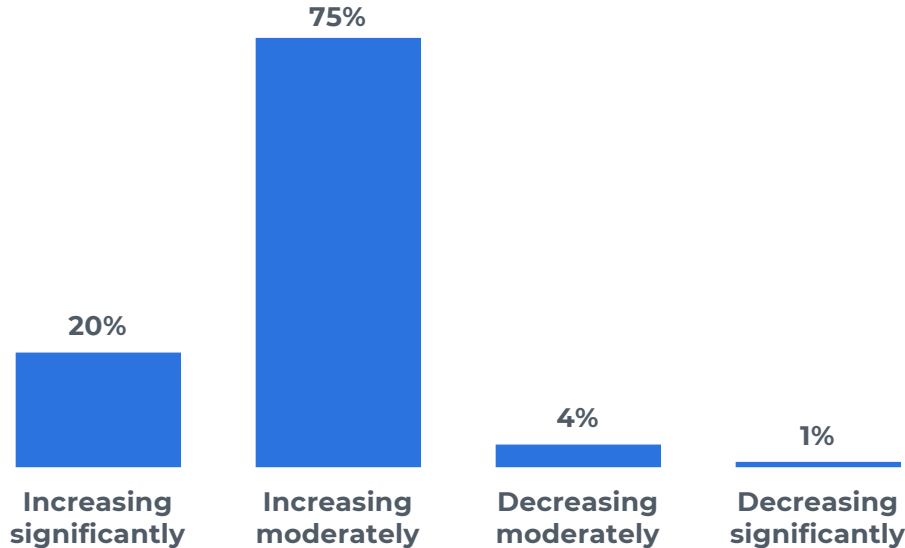
In the research that follows we'll examine how new mover marketing can impact an overall B2C marketing strategy and play a powerful role in the performance of acquisition and retention programs.

2.0 The Impact of Mover Marketing

95% of mover marketing adopters say that mover marketing is changing for the better.

The landscape of how marketers target new movers is developing rapidly. By strategically utilizing insights, B2C marketers are making an impact with mover marketing programs. Nearly all adopters surveyed feel that mover marketing is changing for the better with 95% reporting that the effectiveness of mover marketing programs at achieving strategic goals is increasing.

To what extent is the effectiveness of mover marketing changing?
(Mover Marketing Adopters)



68%
of marketing executives describe feeling **CONFIDENT** when they hear the term "mover marketing"

Measuring ROI

A comprehensive view of campaign performance allows for better optimization and improved ability to measure ROI.

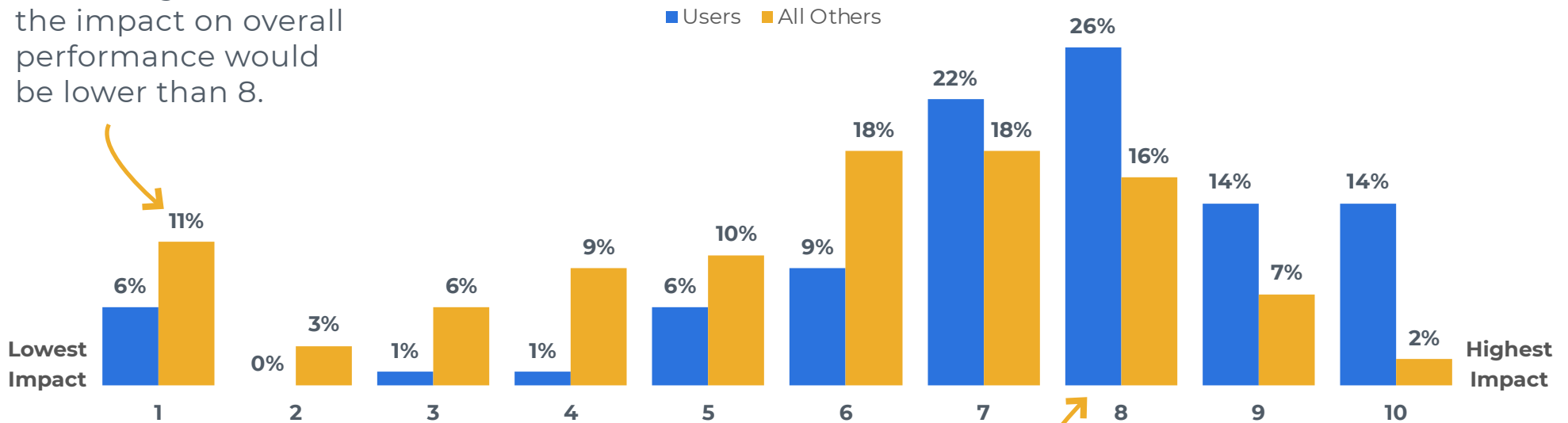
2.1 The Impact of Mover Marketing

Perceptions of mover marketing impact on overall marketing performance.

Those who do not have mover marketing programs in place have a much lower perception of the impact it would make on overall marketing performance than those who have real experience with utilizing mover marketing. Only 25% of those who do not have a mover marketing strategy feel that it would make a real impact on overall performance, compared to 54% of mover marketing users.

75% of those who are not using mover marketing believe the impact on overall performance would be lower than 8.

Please rate the impact of mover marketing on overall marketing performance.



Mover Marketing Users

54% of respondents who have a mover marketing program in place give it a high ranking (8 or greater) when it comes to making an impact on their strategy.

2.2 The Impact of Mover Marketing

Mover marketing makes the greatest impact on customer acquisition and customer retention.

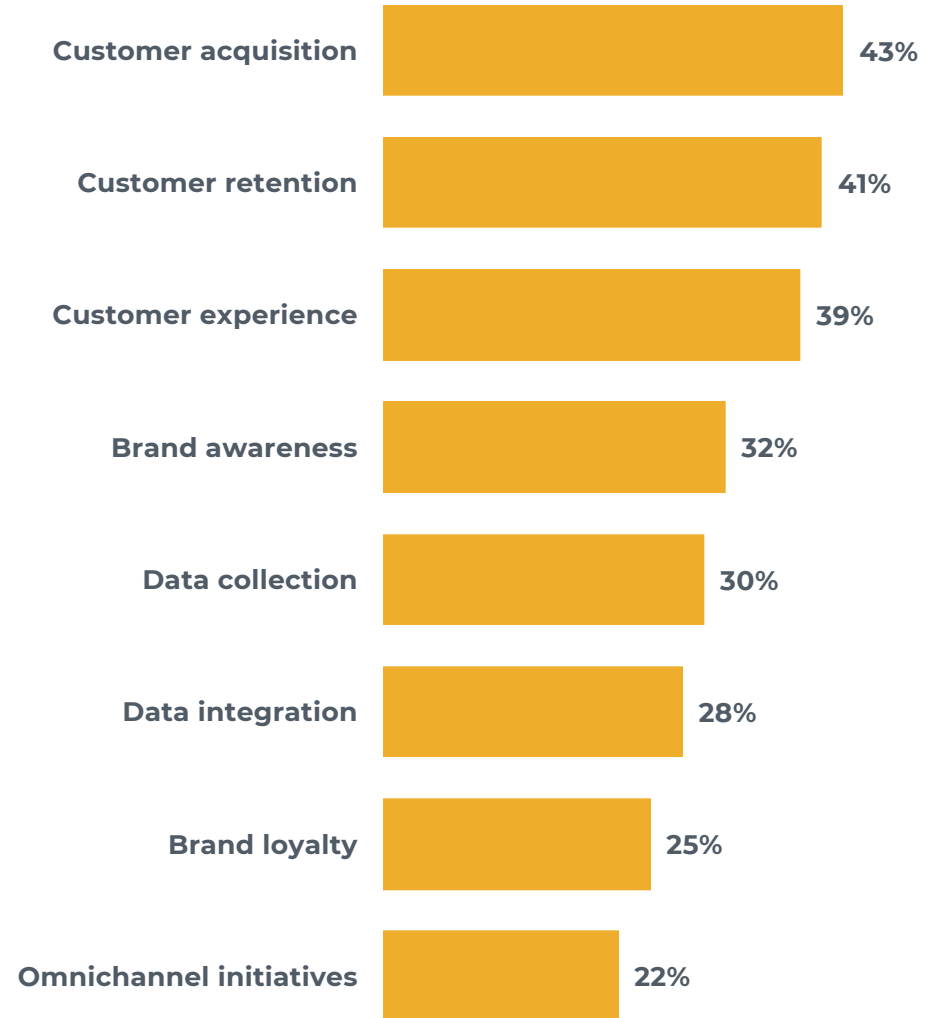
With over half of mover marketing users ranking the impact of mover marketing on overall performance an 8 or higher, in which areas of their strategy do they feel their programs have the greatest influence?

Interestingly, the top three areas of focus for improvement in the coming year are the same areas in which mover marketing makes the most impact.

From this data, a disparity emerges. Only 45% of B2C organizations who have customer retention and acquisition program in place are currently utilizing mover marketing.

only **45%** of B2C organizations with customer retention and acquisition programs in place have mover marketing strategies.

In which of the following areas do you see the most impact from your mover marketing program?
(Mover Marketing Users)

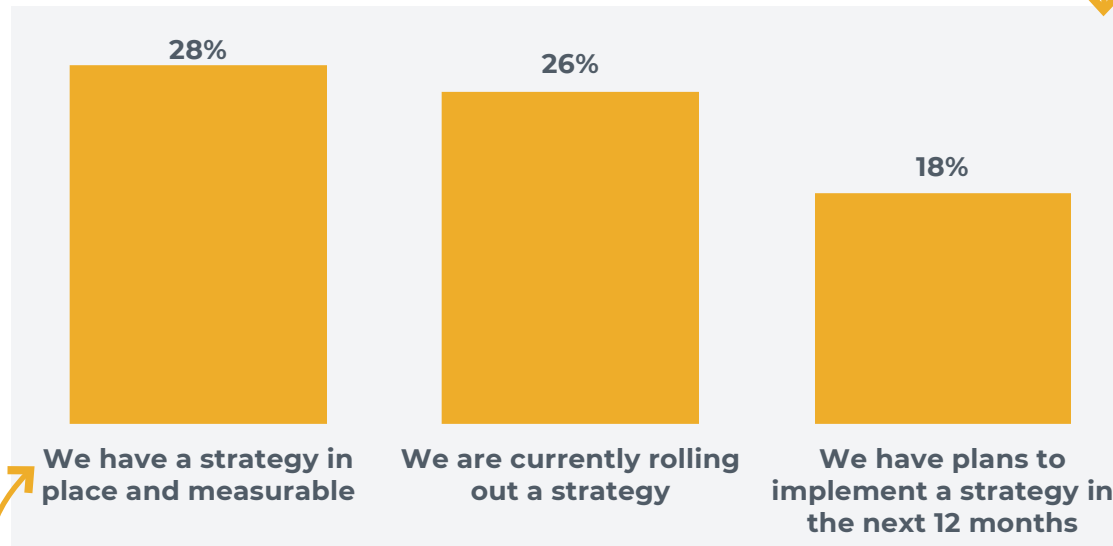


3.0 Who is Utilizing Mover Marketing?

Over one-quarter of B2C companies surveyed have a mover marketing strategy in place.

While 28% of marketers surveyed have a strategy to target new movers in place and measurable, another 26% are in the process of rolling out a strategy. In the coming year, we will see these numbers rise as 18% report having plans to implement a strategy in the next 12 months.

What is the current status of your mover marketing program?

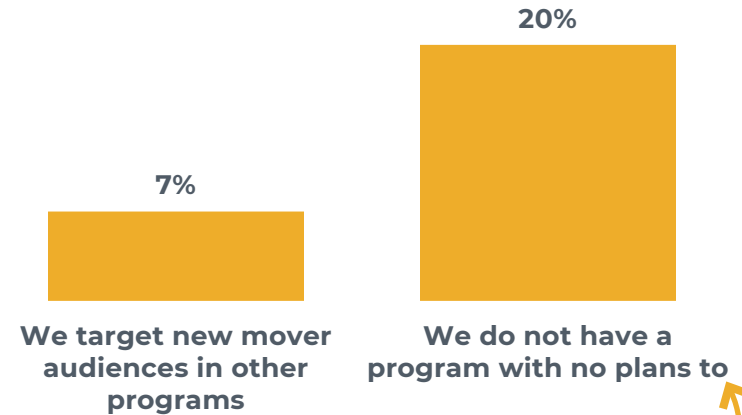


Mover Marketing Users

Over one-quarter of organizations surveyed have a mover marketing strategy in place and measurable. Throughout this report you will see this group referenced as our "Mover Marketing User" segment.

Mover Marketing Adopters

The group of organizations who have a mover marketing strategy in place, are currently rolling one out, or are planning to implement one soon.



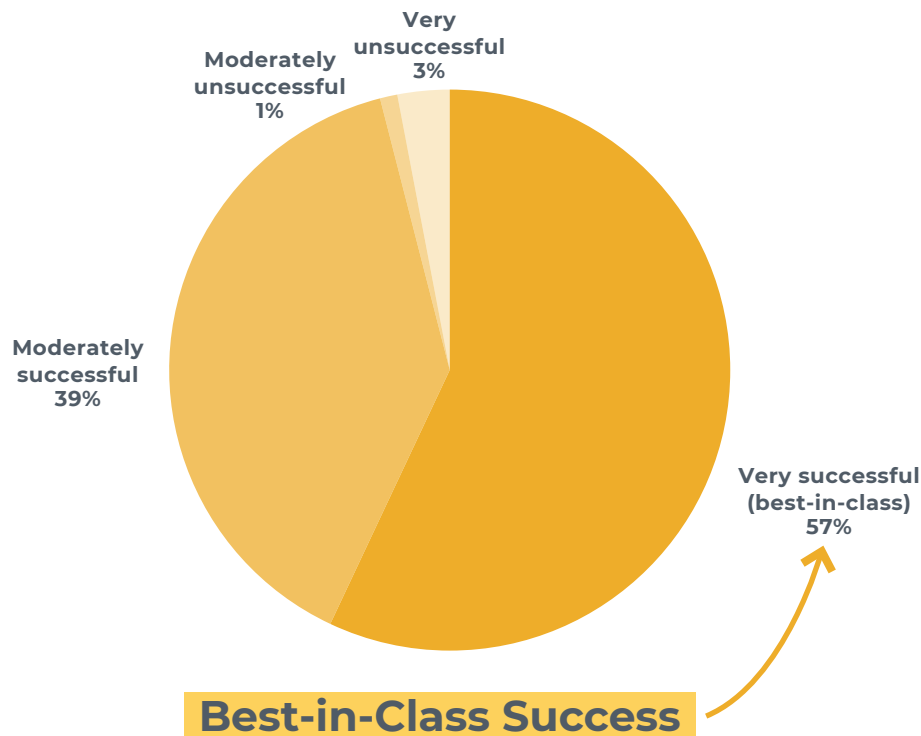
Mover Marketing Non-Users

Those who are not using mover marketing with no plans to.

3.1 Who is Utilizing Mover Marketing?

Mover marketing users are more than 2x more likely to report best-in-class success from their marketing strategies.

How would you rate the success of your overall marketing strategy at achieving the goals set for it?
(Mover Marketing Users)



Survey respondents who are utilizing mover marketing programs report **significantly more success** than survey respondents planning to use or not using mover marketing as a part of their overall strategy. 57% of mover marketing users compared to 27% of all others.

Mover Marketing Users
(By Industry)

25%
Automotive

27%
Retail

33%
Personal Services

41%
Technology

27%
Hospitality
& Travel

13%
Utilities
& Telecom

30%
Professional
Services

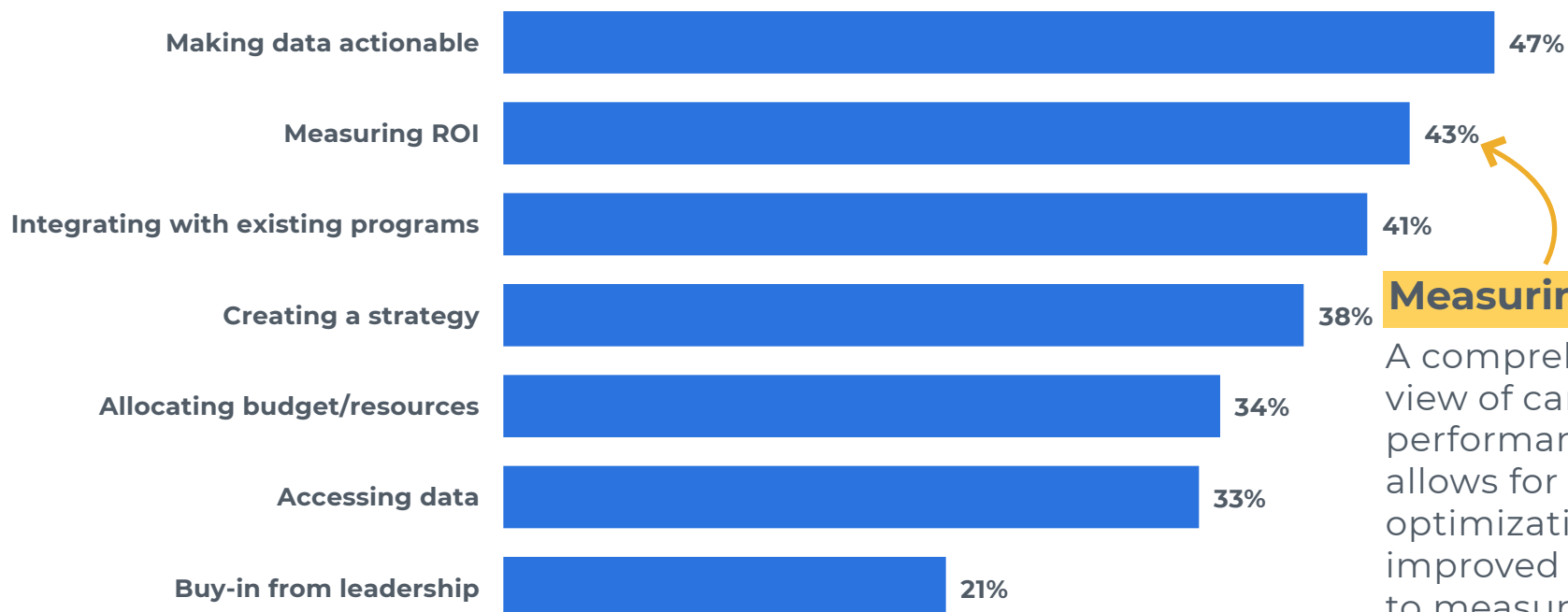
21%
Financial Services
& Insurance

4.0 Executing a Strategy

Top challenges to execution.

Nearly half (47%) of mover marketing adopters surveyed find that making data actionable is a top challenge to a successful mover marketing program. Having the ability to unify insights across all channels and devices and take action on a customer profile as a whole is critical to overcoming this challenge. But as you will see on the next page, only 18% of those surveyed are utilizing an omnichannel approach as a part of their mover marketing implementation. Omnichannel campaigns allow marketers to reach potential customers with consistent and personalized messaging across the entire move cycle based on a complete customer view.

What are the greatest challenges with executing a mover marketing program? (Mover Marketing Adopters)



Measuring ROI

A comprehensive view of campaign performance allows for better optimization and improved ability to measure ROI.

4.1 Executing a Strategy

Tactics utilized.

Though direct mail is still high on the list of tactics utilized, gone are the days when mailers were the main component of a mover marketing campaign. Today, organizations have access to an ever expanding amount of data that allows them to match personalized offers, emails, targeted ads and more to specific stages of the buyer journey.

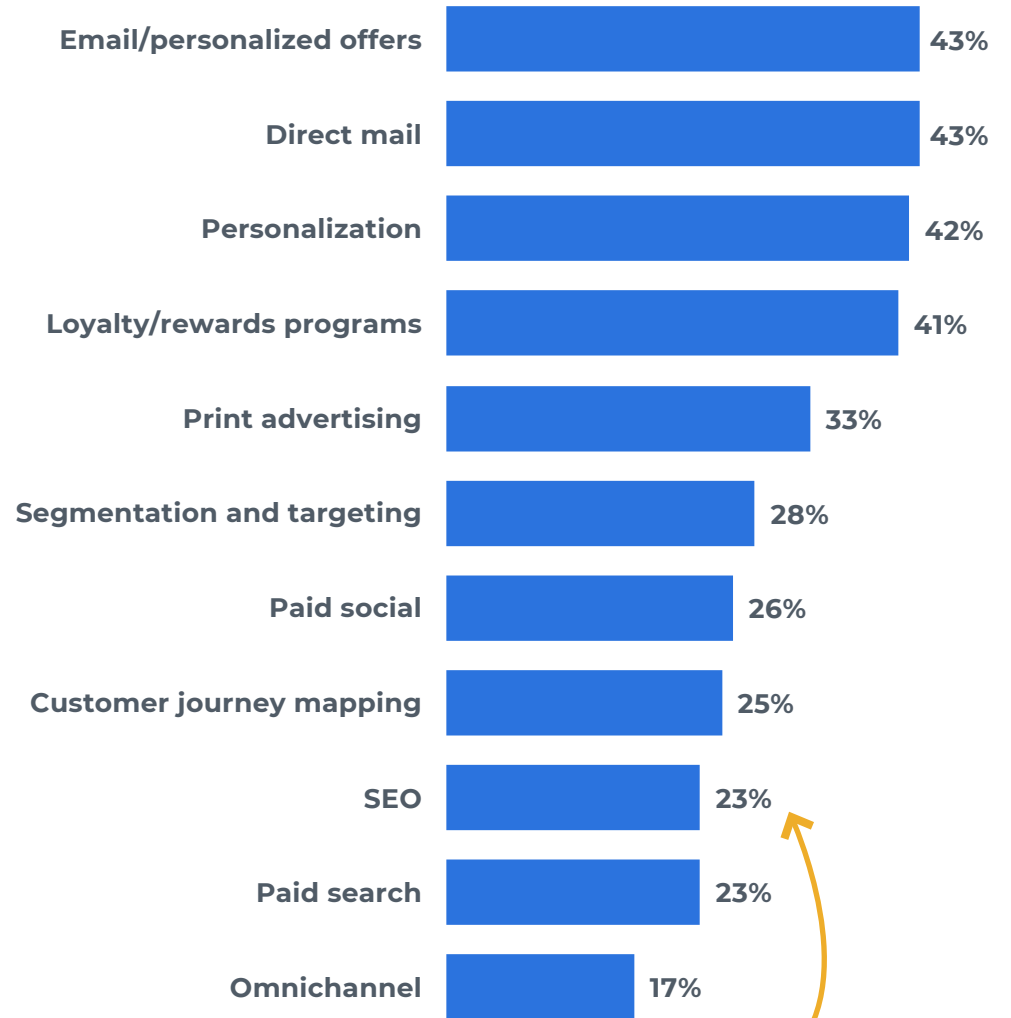


Mover Marketing Power Users

By segmenting by the cross-section of those who are using mover marketing and those with the most successful marketing strategies, we have found a group of **MOVER MARKETING POWER USERS** whose insight is particularly helpful in determining best practices in mover marketing.

Which of the following have you utilized as a part of a mover marketing program?

(Mover Marketing Users)



Power User Insight

Mover marketing power users are more likely to be utilizing paid social (35%), SEO (32%), and customer journey mapping (32%) as a part of their program.

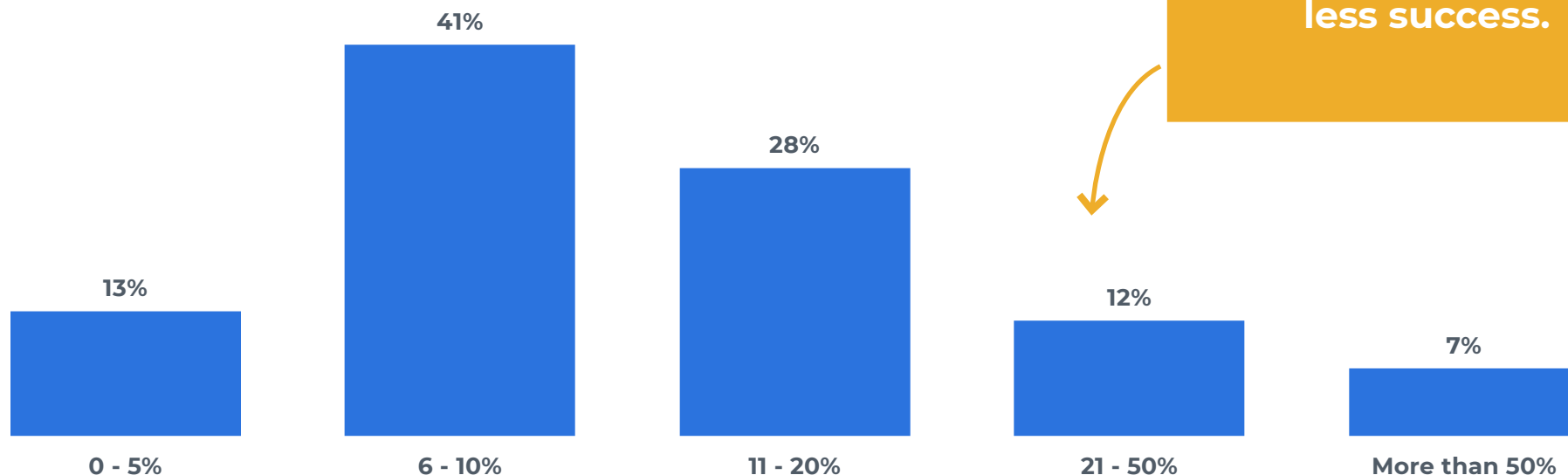
4.2 Executing a Strategy

Budgeting for mover marketing programs.

Regardless of whether or not there is a mover marketing strategy in place, less than half of marketers surveyed report using more than 10% of their marketing budget to target movers. 41% of organizations are allocating between 6% and 10% of their overall marketing budget to target movers. But what about those respondents reporting the most success from their marketing strategies? Interestingly, nearly two-thirds (62%) of marketers with very successful marketing strategies report dedicating over 10% of their marketing budgets to target movers. Best-in-class strategies allocate more budget for mover marketing efforts.

How much of your marketing budget do you currently use to target movers?

(All Respondents)



33%
of marketers who report "best-in-class" success from their marketing strategies dedicate over 20% of their budget to target movers compared to just 10% of all other respondents reporting less success.

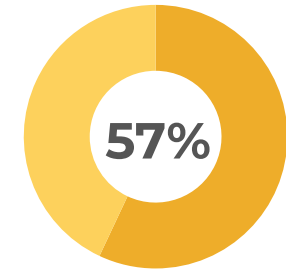
5.0 The Data Difference

The utilization of data has transformed what B2C companies can achieve with mover marketing.

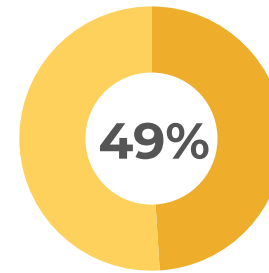
Introducing insights from data that go beyond just a street address has been pivotal to businesses that target movers. Access to unified customer data allows organizations to improve reach and identify targeted audience segments to deliver a more personalized customer experience across all channels and stages of the buyer journey.

Our research indicates that gaining access to more new mover data can give you a considerable edge over the competition. Only one-quarter (26%) of mover marketing users have access to pre-move indicators, a critical component to reaching prospects and customers before the competition. Less than half of mover marketing users have consumer segment data, in-market shopping indicators, and property data.

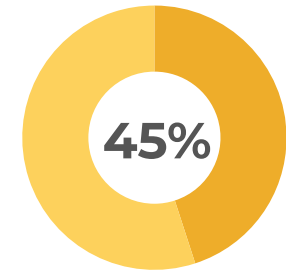
Which of the following types of data do you have access to as a part of your mover marketing program?
(Mover Marketing Users)



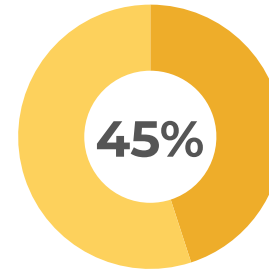
Household and contact data



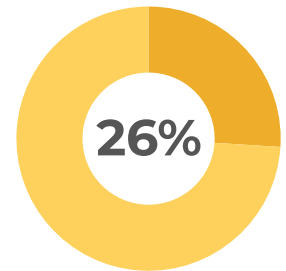
Consumer segments
(first-time homebuyers, active adult, etc)



In-market shopping indicators



Property data (mortgage amount, square feet, dwelling type, etc)



Pre-move indicators

5.1 The Data Difference

Direct mail vs digital initiatives.

Access to data on new movers has been a catalyst to the evolution of mover marketing from a simple direct mail piece delivered to a homeowner's new address, to omnichannel campaigns featuring targeted content delivered across multiple channels and throughout the customer journey.

Mover marketing users are still splitting their mover marketing efforts nearly evenly between direct and digital channels but our research indicates that marketers are starting to catch on to the digital trend with mover marketing efforts actually being more frequently executed in digital channels over direct.

In which area are you **most frequently executing** mover marketing efforts?

Direct channels

Mover Marketing Users

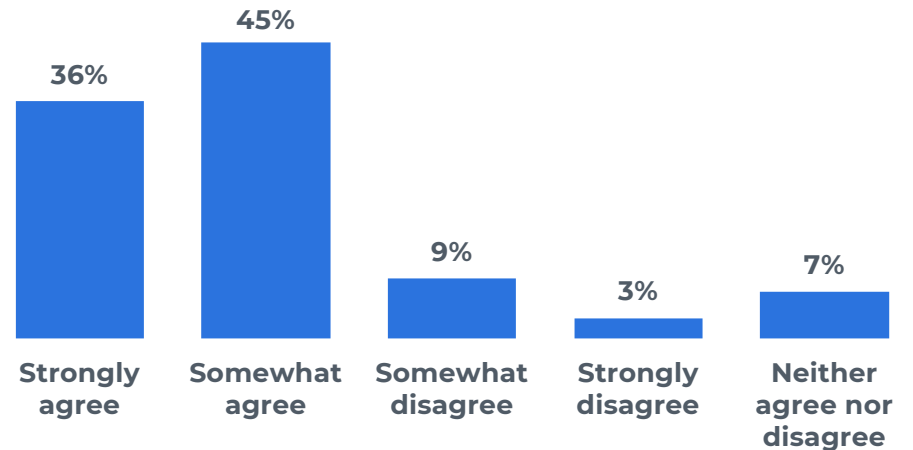
46%

Digital channels

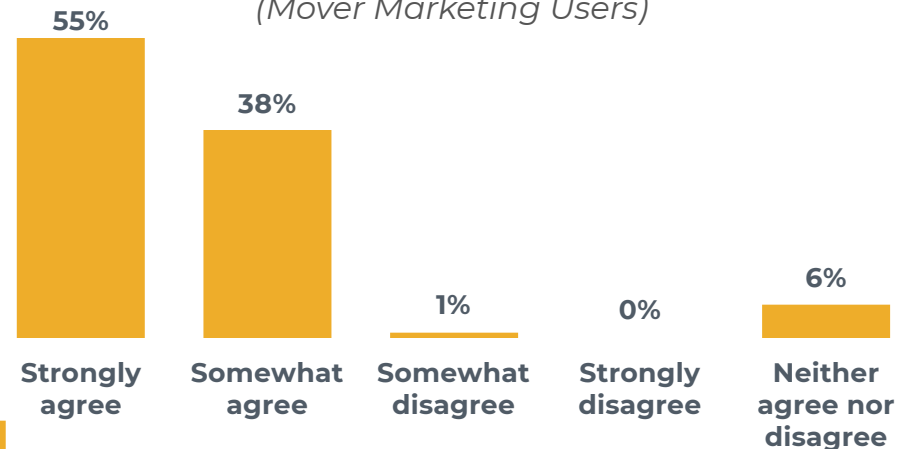
54%

Users consider mover marketing to be more effective as a part of a digital strategy over direct-mail.

Mover marketing programs are an effective part of a direct-mail strategy.
(Mover Marketing Users)



Mover marketing programs are an effective part of a digital strategy.
(Mover Marketing Users)



6.0 Adding Mover Marketing to Your Strategy

What are the top reasons behind not having a mover marketing strategy?

Nearly one-third (32%) of mover marketing non-users report that mover marketing is not a widespread practice in their industry as the top reason for not implementing a program. The most common industries amongst this group are retail, personal or professional services, and utilities or telecom, each of which provides ample opportunities to target new movers. As the mover marketing landscape develops, so does the breadth of industries that it can apply to.

What is most preventing you from implementing a mover marketing program? (Non-Users)



Identifying Movers

New mover insights have never been easier to access.

Take the guesswork out of mover identification

with behavioral, intent, firmographic, and demographic insights to build an exceptional experience for your customers and prospects.

6.1 Adding Mover Marketing to Your Strategy

Marketing strategies that include mover marketing programs have higher customer acquisition, retention, and greater overall success.

Improving customer acquisition and retention are top areas of focus for marketers in the coming year. Our research indicates that best-in-class marketing strategies are more likely to include mover marketing programs, and these strategies show significantly higher rate of improvement in customer acquisition and customer retention in the last year.

But only 22% of non-users surveyed say they would test a mover marketing strategy if it could be part of their ongoing customer acquisition and retention program.

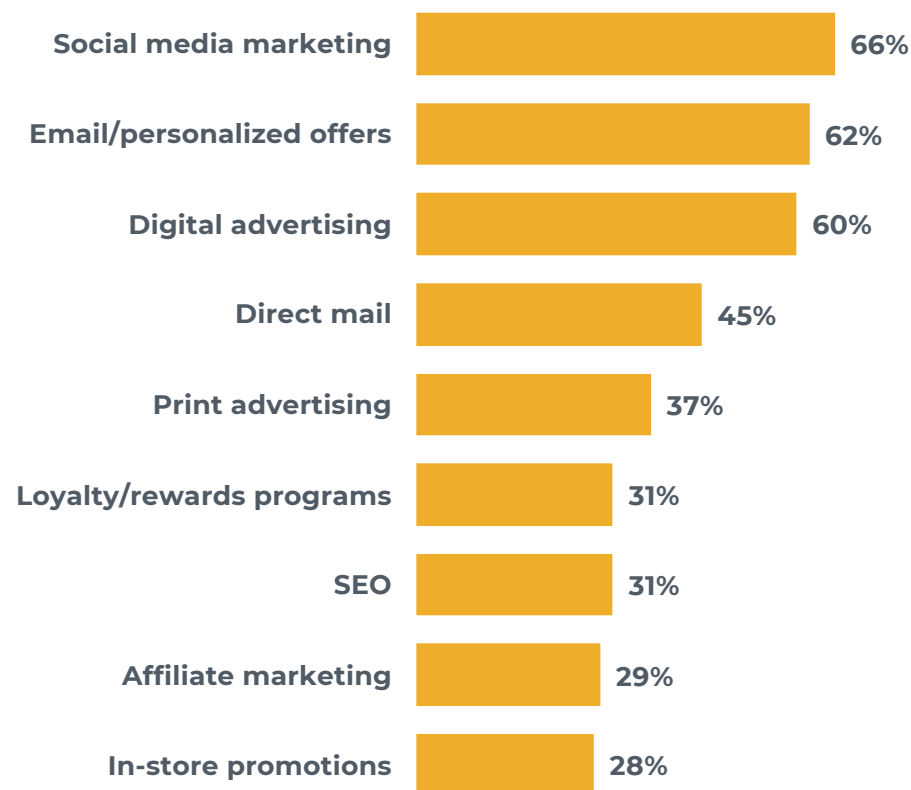
Social media, email marketing and digital advertising are the most common tactics included in marketers' customer acquisition and retention programs. Mover marketing that is backed by data can be applied throughout all of these tactics and beyond, across all channels, and have a powerful impact on the overall performance of your marketing strategy.



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Which of the following tactics are you currently executing as a part of your customer acquisition and retention program?

(All Respondents)



V12 can help integrate mover marketing into your customer acquisition and retention program to target movers across the journey to purchase. [Learn More.](#)

Methodology & Participants

N = 253 B2C Marketing Professionals

Organization's Annual Revenue

\$100M - \$250M	13%
\$250M - \$500M	23%
More than \$500M	64%

Primary role in company

Executive / Owner	12%
Vice President	13%
Director	30%
Manager	45%

Organization Industry

Automotive	4%
Financial Services	10%
Hospitality	3%
Insurance	6%
Personal services	8%
Professional services	23%
Retail	25%
Technology	13%
Travel	2%
Utilities / Telecom	6%



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METHODOLOGY

Ascend2 benchmarks the performance of business strategies and the tactics and technology that drives them. With a custom online questionnaire, this survey was fielded to a panel of 253 marketing professionals in management and leadership positions throughout the United States. Respondents represented organizations with an annual revenue of \$100M or more, operating in the B2C channel. The responses were collected during the months of February and March, 2022.

About V12, a Porch Company



A Porch Company

V12, a Porch Company, is the leader in new mover marketing with insight on more movers, with more context, and greater precision than any provider in the market. Our mover marketing solutions, powered by Porch technology, deliver early access to 80+% of US homebuyers. V12 links move, consumer, shopping intent, and property insight to deliver highly personalized, omnichannel, one-to-one new mover marketing campaigns and outcomes across multiple industries.

Learn more about [V12, a Porch Company](#).



Marketing technology companies and digital marketing agencies partner with Ascend2 to create compelling original research that supplements their marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

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