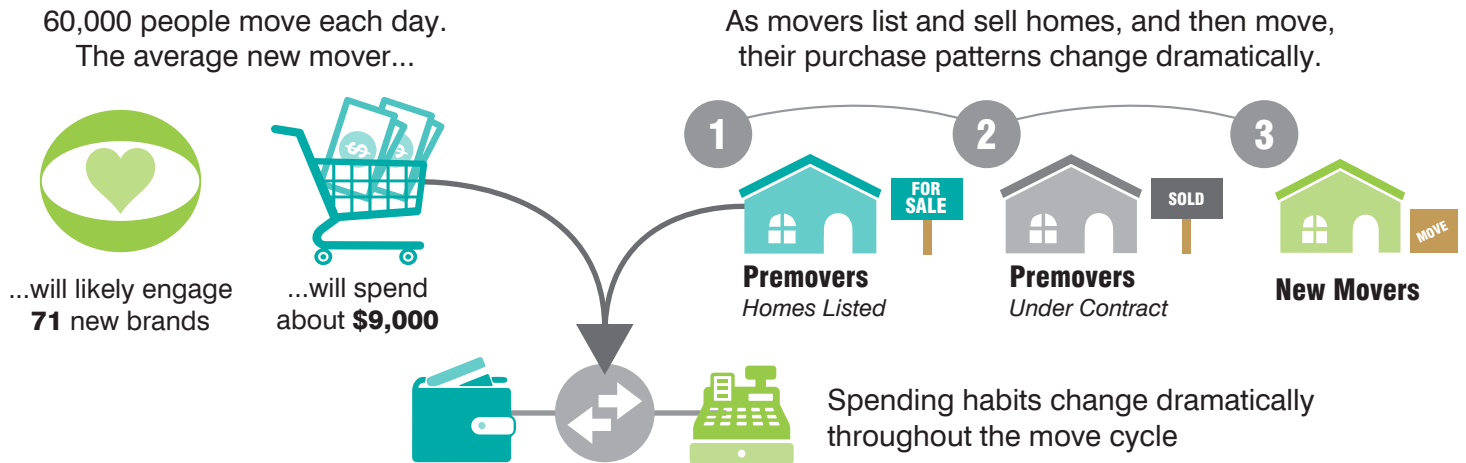


Drive High-Spending Customers

and Prospects Into Your Stores by Using Mover Data



Movers Spend Money & Switch Brands Throughout the Lucrative Move Cycle



Identify Customer Retention & Acquisition Opportunities

by Leveraging Mover Data, CRM Data & Geocoding Analysis

CRM Matches

Identify customers who moved within or out of a store's geographic footprint, or into another store's footprint.



Non-CRM Matches

Identify prospects who moved within or into a store's geographic footprint, or moved from another store's footprint.



Moved within footprint



Moved outside footprint



Inside Footprint



New to footprint



Footprint-to-Footprint

Deliver Targeted Engagement Strategies



Verify or append up-to-date contact information



Customers

- Activation
- Retention
- Upsell & Cross-sell



Prospects

- Acquisition
- Special Promotions
- Affinity & Loyalty Programs

Contact Us

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