Movers4Rent Germany

SOURCE & PROFILE

The most recent address changes in Germany as a rental file for your mailing campaigns. Make the decisive step with Movers4Rent and contact households at their new address!

This data has been available only for optimisation and cleaning of own customer databases in the past. “Movers4Rent” offers you the opportunity to target this top segment directly for your new customer recruitment.

Address changes are often accompanied by changes in private or business life and therefore you can assume massive changes in the individual life situation, standard of living and traditional habits.

This step requires new furniture, kitchen equipment, new IT and telecommunication or multimedia, tools for hobbies and gardening, toys and baby clothing. Mail-order offers for house, home, gardening and hobby, clothing and accessories as well as further service offers are highly welcome in this new environment.

These purchases often represent a higher investment and this needs to be funded. Therefore financial service and insurance offers also find the right target group.

CONDITIONS

Selection costs:
9 € per ‰,
minimum 185 €
Special selections:
+ 10 € per ‰

Minimum order:
5,000 addresses

Net names:
50% of delivery quantity

Delivery:
35 €

Delivery time:
3 business days

Address sources:
Partners (mail-order, publishing etc.)

Type of list:
Compiled database

Structure:
Consumer: 100%
Male: 69%
Female: 31%

POTENTIAL & PRICES

Selection	Quantity	Rental prices
Top selection – Movers 0-4 weeks	43,261	230 € per ‰
Premium selection – Movers 0-3 months	88,971	180 € per ‰
Movers 4-6 months	140,263	140 € per ‰
Movers 7-12 months	293,026	120 € per ‰

OTHER MEDIA

Inserts:
No

Standalone email:
No

Recommendation:
No

SELECTIONS

Geographic, Gender, Age, Purchasing power, Type of house etc.

CONDITIONS

Data supplied for one time usage only (unless otherwise agreed).
All orders are subject to approval of a sample mail piece and are carried out based on our standard terms and conditions for list rental.

Status: 05/2018

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