

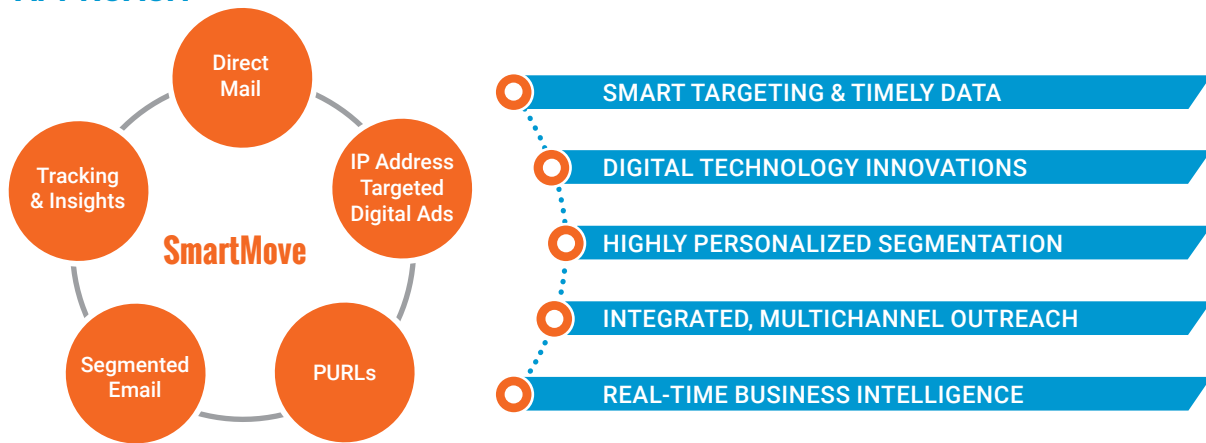
SmartMove

WELCOME TO THE NEXT GENERATION OF NEW MOVER MARKETING

Multiple Channels. Multiple Touches. One Powerful Program.

Combining precision targeting, tactile and digital integration, and detailed reporting, SmartMove provides a multidimensional network of support that accelerates brand awareness and customer acquisition.






A 360° APPROACH



HOW IT WORKS

SmartMove connects with new residents multiple times on each of three channels: direct mail, digital ads, and email. Each touchpoint provides opportunities to engage targets, track performance, and further personalize communications.



	OUTREACH	ENGAGE	TRACK & MEASURE
NEW RESIDENT MOVES IN	Direct Mailers 	BRC ● PURL ● Offer <hr/> Automated Email Tracks 	✓ Campaign Dashboard <hr/> ✓ Ad Reporting <hr/> ✓ PURL & BRC Reports 
	Digital Ads 		



REACH THE RIGHT PEOPLE

Maximize response and investment through rich-data sourcing and cookie-free targeting.



START A CONVERSATION

3-pronged personalized direct mail campaign:

1. Welcome handshake
2. Promote products and services
3. Events, offerings, and more

WHAT'S INCLUDED

➔ **HIGHLY-TARGETED LISTS**
Maximize Market Outreach
We create a timely, comprehensive list by sourcing multiple data providers – significantly more effective than using a single source. Target by radius, income screen, gender and more.

➔ **DIRECT MAIL**
Reach New Residents: First. Fast.
A series of direct mailers gets you in front of new movers fast, and stays in touch for ongoing engagement. Content can be personalized to the recipient – including name, city, neighborhood-specific content, closest facilities, and more.

➔ **DIGITAL ADS**
Reinforce Your Message Online
Our patent-pending process combines more than 30 public data elements to match IP addresses to your new mover list. Increase awareness and drive conversions with up to 30 digital ads.

➔ **BRCs AND PURLs**
Invite and Track Response
Business reply cards and personalized URLs (PURLs) capture response and invite engagement with your brand and services. Use the information you gather to refine messaging and campaigns.

➔ **SEGMENTED EMAIL**
Deliver Relevant Communications
Automated, segmented drip campaigns are created based on respondents' requests and interests. Provide resources that matter most to the individual, such as nearby events, women's interests and more.

➔ **CAMPAIGN TRACKING DASHBOARD**
Gain Immediate Insights
Proprietary technology collects direct mail campaign responses in real time. Your personal dashboard provides high-level segmented metrics as well as response data by individual, allowing clients to adjust strategy as needed.

WHY IT WORKS



Innovative Digital Technologies



Multi-channel. Multi-touch.



Selective. Relevant. Personal.



Real-Time Business Intelligence

GET STARTED

Partner with a firm that excels in targeted marketing to this niche audience. Strata has more than 20 years of leadership in finding and converting new residents in our clients' markets. Take advantage of the latest innovations in direct marketing and digital technologies – request your SmartMove consultation today.

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🌐 gostrata.com/smart-move



CONNECT FAST - ANYWHERE

Timely lists get you in front of new residents shortly after move-in day. Digital ads matched to homes can appear within 24 hours.



LEARN, REFINE & IMPROVE

Your **personalized** dashboard provides immediate feedback on campaign performance.

THE SMARTMOVE DIFFERENCE

SmartMove combines the power of digital and traditional marketing to break through the noise and turn new residents into new customers.

➔➔➔
Strata Company

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