



Winning New Customers with Homemover Data:

Driving results in a lucrative
post-pandemic market





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We issued this report a year ago to provide marketeers with key information that would help them take advantage of the booming housing market.

Since then, the market has continued to explode, and we have seen some new trends emerge.

This updated version of our report still contains all the contextual information around why people move home and how that creates demand for products and services, but it also delves into some of the more recent trends in the housing market created by the Covid-19 pandemic and explores how they will impact marketeers.

Why homemovers are an ideal sales opportunity

House moves surged across 2020 and 2021, but across 2022 the number of people moving is likely to return to pre-pandemic levels owing to a shortage in residential property stock. Even then, with around a million house moves each year, there will still be great demand for home-related products and services such as utilities and insurance – with research suggesting the value to the economy of homemovers is in excess of £10 billion a year over and above house prices¹.

Join the Dots have always seen optimal results from targeting homemovers at the exact time they are likely to be changing their utility provider or investing in home improvements. That's why we created our Homemover Data Proposition.

Unlike other agencies who partner with just one supplier of homemover data, or where clients have direct relationships with single sources of data, we source data from multiple suppliers. This provides us with 100% coverage of the market. For our clients, this means they only need to speak to one partner to get access to higher volumes of data and, therefore, drive higher volumes of conversions or sales.

Ben Briggs, Managing Partner at Join the Dots.



We're experts in this field and we put together this white paper to help advertisers understand how to drive better results. That includes how to gain more sales of products related to moving house at a time when the market is booming.

For advertisers to fully appreciate the potential in the homemovers market, we will explore:

- The movers market.
- Why people move house.
- The new property wish list.
- Why and how people choose products and services related to a house move.
- How advertisers can use homemover data to capitalise on this market.

The movers market – how demand creates opportunity

What a rollercoaster ride for the housing market over the last 21 months!

When we first went into lockdown in spring 2020, we saw a slump in house prices, followed by a significant increase fuelled by the introduction of the stamp duty holiday from the 8th of July onwards.

Ironically, the stamp duty holiday which offered buyers a saving of up to £15k in tax increased demand leading to an increase in the average house price – effectively wiping out any real benefit for some house buyers².

Despite the end of the stamp duty holiday, demand and house prices have continued to tick upwards as people still want to move, helped in part by low mortgage rates and an increase in deals aimed at first time buyers.

There is increased interest in rural and coastal properties with people being able to move away from cities, along with a preference for bigger houses with more rooms for working from homes³, but demand is still outstripping supply.

Without new stock (or more properties coming onto the market), the number of people moving will therefore be more in-line with the historic average – still a very healthy market.



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ci | customer intelligence

Nick McConnell, CRM & Commercial Director at [TwentyCi](#) summarised: “Demand is strong across the whole of the UK with supply limiting momentum. However, we are starting to see more properties coming to the market nationally which will help resolve the stock issue. The expectation is for 1.2m homemovers (owner occupied) in 2022 or c.100k pcm). YTD is definitely on track for this volume.”

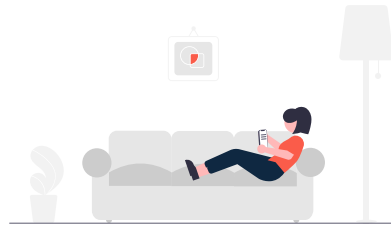


Why people move house



Not enough space

The second house purchase for first time buyers can often be driven for a need for more space, whether that be for family reasons or wanting to upgrade from their initial property.



Too much space

An empty nest or retirement is often the stimulus for a house move.



Changes in lifestyle

The pandemic and the ensuing move to working from home for many has led to a change in priorities for homeowners needing more space for a home office and outside space, with proximity to work no longer being so critical.



Careers

Career progression and increased personal wealth may mean a move to a bigger house is now feasible, or maybe a relocation is needed.



Relationships

Separation or divorce, or conversely meeting a new partner often triggers the need to move.



Family

Needing to be closer to family is one of the key reasons cited for a house move



Data also suggests that other factors such as boredom and irritation may play a part in deciding to move house – the so called ‘7-year itch’ also applies to houses, not just relationships.

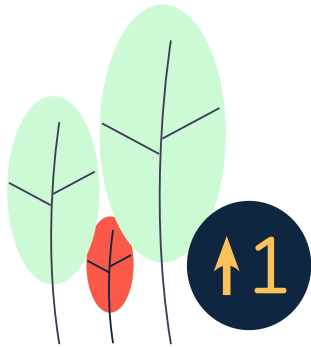
Ollie Chapman, Managing Director at Outra Media, explained: “At Outra we use an algorithm for average tenure of property in every street in the UK, to enable granular targeting in the UK based for brands to take advantage of the ‘7 year itch’ but with regional, local and even street level nuance.”

The new property wishlist

MFS (Market Financial Solutions) recently conducted their annual survey of 2,000 adults who were in the process of buying, or looking to buy, a property to understand what was most important in their search⁴.

The most important factors, compared with 2019, were as follows:

01



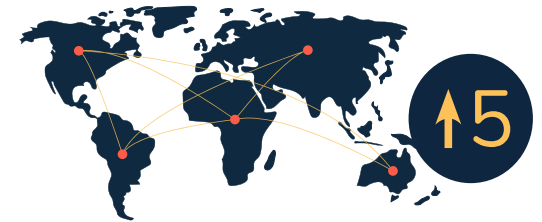
Garden and/or outdoor space
- up 1 place from 2019

02



Square footage of the property
- down 1 place from 2019

03



Broadband and mobile connectivity -
up 5 places from 2019



This data clearly shows how much of an impact working from home has had on buyers' wishlists.

Whereas previously the number one most important factor in looking for a property was square footage, the single most important factor this year was garden/and or outdoor space. We all endured 3 lockdowns where for many people time away from your home address was limited.

If you're not leaving the house to go to work, then invariably you're going to want somewhere you can be outside at home.

And the need for connectivity **moved from 8th on movers' wishlists to 3rd**, highlighting a massive opportunity for telecoms and broadband providers to push products such as full fibre and 5G over the next 12 months.



We spoke to Matt Gregory from [Gregorys Estate Agent](#) to get his view:



Over the last 2 years, what have been the biggest changes in what people are looking for when they are moving house (sales)?

“Homes that can offer some form of separate study/work space. With the shift to home working and with many employers making this move permanent, homeowners are now in need of a home that can accommodate specific rooms, utilised as a study that works alongside family life. Secondly the demand for some form of outside space. Now this could be a balcony or terrace for those seeking apartment living, or sunny, south facing rear gardens. After the initial lockdown in 2020, we saw an immediate influx of flats/apartments come on to the market, whereby homeowners that didn't have any outside space to enjoy were looking to secure a similar property but with the benefit of private outside space.”

In terms of location - has there been a shift in demand for urban properties to rural properties? If so, how great is this shift?

“I would go so far as to suggest that this has been our biggest shift in recent years. The city workers, the professional buyers that over many years have lived in near proximity to their workplace now find themselves homeworking. They have the flexibility to choose where they want to live rather than being restricted by their workplace location. We have more buyers than ever before relocating from the big cities into rural towns, perhaps where values are more affordable, yet with a better quality of life. Of course, the ability to commute is still important with many buyers moving from the city identifying towns that benefit from a train station or can provide ease of access to the road network. Looking at our statistics for 2021 in comparison to 2019 (our last 'normal' year), we saw an increase of c.35% in buyers who were previously residing in a location further than 10 miles away.”

How has the rental market held up compared to the sales market?

“The rental market continues to grow in epic proportion. Rental values are up approx. 10% year-on-year with demand from tenants also increasing. Again due to the shift in home working, we are seeing many more high-earning, professional workers looking to relocate further afield from the big cities. In this quarter, Q1 2022, it takes us an average of 3 days to let a property, with each property attracting around 4 applications.”

What have been the significant changes in what tenants are looking for?

“Outside space and room to accommodate a designated work space, I would however suggest we haven't seen as much as a shift as we see from buyers. Tenants are focusing more on the efficiency and practicalities of a property (windows, heating etc), with more questions relating to bills and running costs.”

What are your predictions for what will happen to the housing market (sales) over the next year?

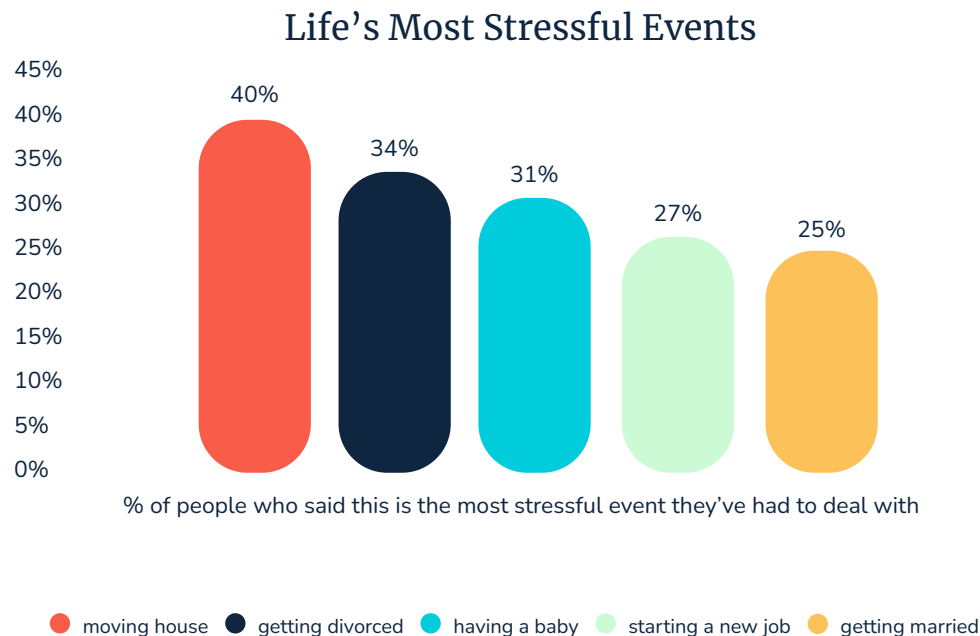
“As an industry we are suffering a lack of new properties coming to the market. Demand is at an all-time high, yet new instructions are at an all-time low. Certainly, for the remainder of Q1 we expect this to continue with house prices continuing to rise. However, we expect Q2 to see an increase in new instructions, therefore slightly reducing the fast growth of house values. The prediction for Q3 & 4 is a little more uncertain. With the cost of living on the increase and with the increasing Bank of England base rate, resulting in higher mortgage re-payments, we do expect the market to 'soften' in relation to values, perhaps finding a consistent level of value for the remainder of 2022.”

Purchasing motivations to take advantage of

The reasons for moving and the number of people moving means there is a significant percentage of people requiring home-related products and services. These people are in a certain mindset which can be characterised in several ways:

1. They are under a lot of stress!

A recent poll of 2,000 UK homeowners by online estate agents Yopa saw 40% of people ranked moving house as the most stressful event they've had to deal with⁵. Some recipients said it was more stressful than these other life events:



The majority of people (53%) surveyed said the costs associated with moving house were the worst part. The total average cost alongside buying and selling a house is estimated to be in excess of £13,000.



outra

Ollie Chapman, Managing Director at [Outra Media](#), confirmed this: "We have seen the demand for quality homemover data rise exponentially in recent years across multiple verticals with brands taking advantage of the increasing spending power in this lifestage. With the average homemover spending over £13k on goods and services during the move, efficiently finding this lucrative market worth over £1.4billion per month is a key strategic priority for relevant brands."

It's therefore important for brands to think about how they take the stress out of moving. Brands need to reduce friction and simplify the application process or route to purchase. Certainly, pricing is something to be considered, but maybe there are other ways that brands can engage with consumers around this time that provide value and help destress. Which?'s moving house checklist, for example, is handy for organising all the tasks to do with moving⁶.

2. They use the life event as an opportunity to review their current suppliers of services.

Research from Smart Insights indicates 65% of homemovers change suppliers or look at new brands while moving house⁷. TGI found that people who moved home in the last 12 months were:

- 53% more likely than the national average to have used a comparison website
- 139% more likely to have changed broadband supplier.

This may be because of a change in family circumstances or the make-up of the household, or the availability of a particular supplier in the area, but cost is again one of the top factors.

We can see this clearly in TGI data about the reasons people who moved house in the last year choose a new internet service provider (ISP)⁸.

Reason for choosing ISP	What % of people who moved house in the last year gave this as a reason for choosing their ISP?	How much more likely are they than the national average to give this reason?
Cost	79%	4%
Speed	71%	4%
Download	36%	14%
Part of package	15%	-22%
Special offers	29%	29%
Company reputation	22%	2%
Personal experience	21%	-14%
Reviews and opinions	16%	7%
Personal recommendation	10%	14%

Cost is largely why people use price comparison websites, not just for ISPs but for many financial products related to home moves, such as insurance. Indeed, 85% of UK internet users have used price comparison websites at some point⁹. Certain brands are dependent on price comparison websites but targeting people in their homes with specifically tailored messages around moving house is more effective. This way, brands can help reduce homemovers' stress by removing the need to even use a price comparison website, and they can also showcase special introductory costs for switchers. This is a key opportunity for utilities, telecoms, and financial brands to speak to potential new customers.

Energy companies find themselves in an unprecedented situation where price differentials will effectively be wiped out come April 2022. Homemover data, however, can be a key retention tool for them, ensuring they reduce churn and that customers who are moving house stay with them rather than switching supplier.



3. They have – or have borrowed – money to spend.

YouGov and money.co.uk estimate that a homemover will spend around £5,000 on move-related goods and services, and £8,000 on home improvements within 12 months of moving⁷.

And according to TGI, people who moved house in the last year are 116% more likely than the national average to have paid for DIY or home improvement⁸.



Cherie-Anne Baxter,
Strategy & Marketing
Director at Univudal
commented:

“We are noticing a new trend amongst our clients; people are taking on mortgages for longer and there has been an increase in the number of clients looking for Later Life Mortgages. This means that clients have spare cash to invest and prepare for their retirement and allows for greater affordability in later life.”

The top 5 things that people buy most frequently after moving house are:



1. Sofas and armchairs



2. Beds



3. Dining tables and chairs



4. Carpets and flooring



5. Soft furnishings

Insight provided by TwentyCi¹⁰

And the things that people spend most money on are:



1. Kitchens and bathrooms



2. Electricals



3. DIY



4. New and used cars

Insight provided by TwentyCi¹⁰

So, this is also a key opportunity for home improvement brands, furniture and electrical goods retailers, and decorating services. The data above

can also inform which products should be focused on when targeting homemovers.

By targeting people who are moving house in a way that reduces stress and is at a price that is perceived to offer value, brands can tap into their switching/purchasing mind set pre, during and post-move.

For many, their home is now also their office. Covid-19 has changed working practices irrevocably. Some companies have confirmed that their staff will be working from home permanently. For many others, their staff will continue to work from home for at least part of the week. This means there is increased demand for home-working products and services.

Research from finder.com calculated that 60% of the UK's adult population were working from home during the Coronavirus lockdown¹¹. By doing so, they saved around £44.78 a week through cutting back on travel costs, not buying lunch, and so on. The net result of this is 23.9 million Brits are now working from home and collectively saving roughly £1.1 billion each week. A percentage of this money is being spent on creating home offices. And there has been increased demand for properties with more bedrooms so one can be used as an office.

Targeting homemovers

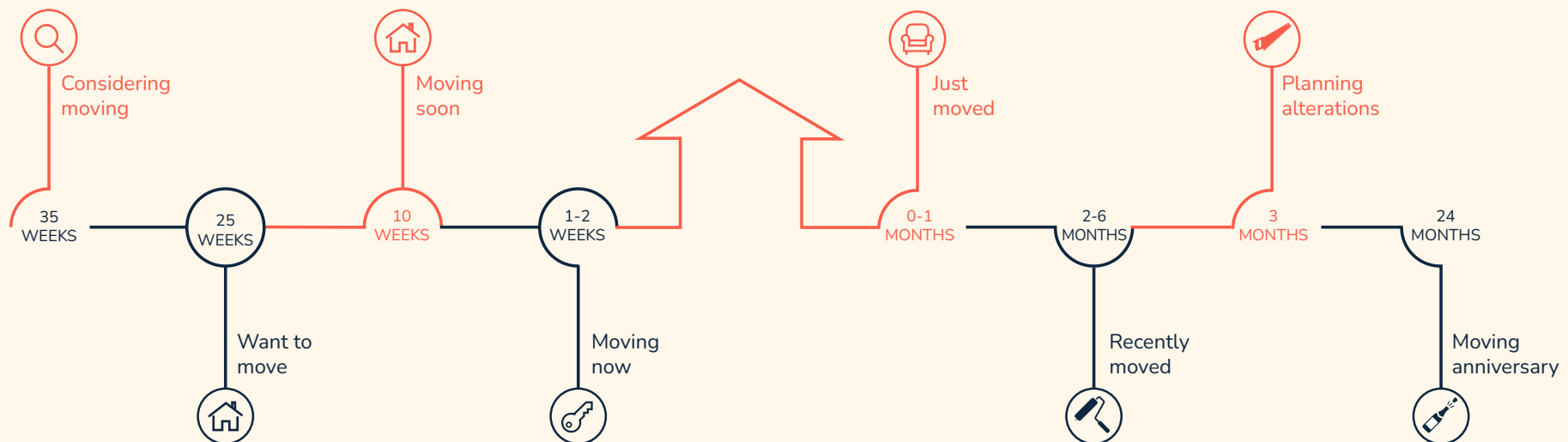
There is clearly huge scope – to the tune of £10 billion – for products and services in the homemover market. So, what is the best way to tap into this?

Choose your moment

The whole process of moving house starts a while before the move and the implications of moving house continue on a while after the move. It's therefore important to make sure you target people at the most opportune moment within the moving process. Pre-move, for example, people are looking for legal and financial services. Post-move, people are selecting utilities and buying furniture and home insurance. And don't forget their "moving anniversary". Once an address has taken out a new broadband contract, for example, they can be retargeted towards the end of that contract with retention messaging.



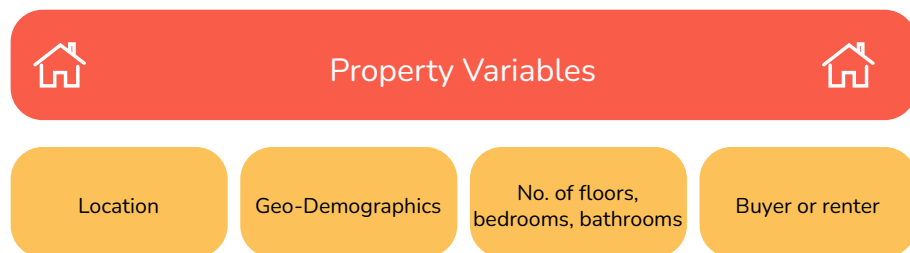
Home Movers offer multiple engagement opportunities:



Insight provided by TwentyCi

Understand the property

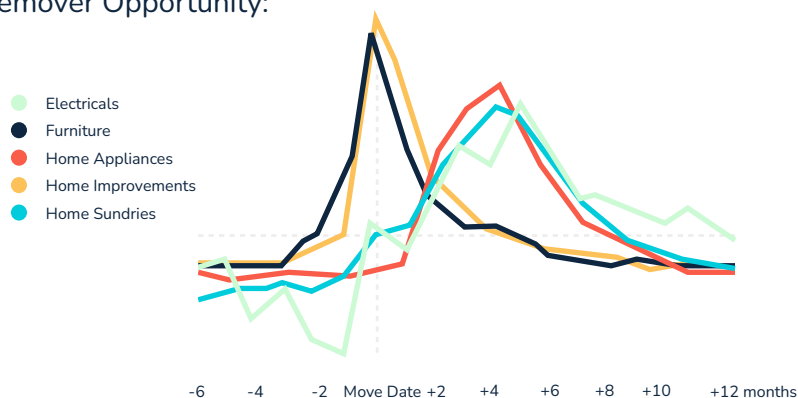
There are lots of factors here which will affect what type of messaging will land most effectively. Homemover data can be broken down by location and geo-demographics, along with property variables such as how many bathrooms the house has. This can help with regional campaigns and help determine if you need to target more upmarket products for bigger houses in more affluent areas. Renters and buyers will have different needs and behave in different ways. For example, a renter will normally be only looking for an initial contract period of 12 months, so it would be inefficient to target them with a 24-month contract.



Understand purchasing need

It's important to feature specific products in the creative that we know movers want to buy – furniture and DIY, for example. But it's also important to get the timing of this right. Data from TwentyCi suggests that spend on furniture and home improvement peaks around the time of the move, but spend on home appliances and electricals will come later.

Homemover Opportunity:



Tailor your messaging

Our top tips for driving response include:

- Reference the home move and the role the brand can play within it – “Find the perfect style for your new home”.
- Demonstrate how the brand is helping to reduce stress – “Let us guide you through our choice of finishes”.
- Focus on price and value – “Free fitting”, “Special discount for new homes”.

Effective messaging will demonstrate how a brand is helping to reduce stress and will also focus on price. The best-performing messaging references the home move and the role the brand can play within it.

Ask the data

By being super-specific with which data you select, and by understanding the consumer mindset, brands can ensure they target people at exactly the right time, with the right product, and right message. This leads to higher response rates and conversion rates than other acquisition channels.

And because Join the Dots sources data from the entire market, which we track and optimise by source, not only can we supply you with higher volumes of this invaluable data than if you were just working with one source, we can ensure you are using the most responsive and cost-efficient data.

Also, homemover data is GDPR-compliant as it is unnamed address-level data, so an individual or data subject is never being targeted directly via these communications. We receive the data from the different sources into our market-leading data management platform, Pura, where it is validated. We can also suppress the data versus your house file and match the data to show who are current customers – for retention messaging – and who are prospective customers – for acquisition messaging.

And because we know that effectively connecting channels with each other drives better results, we can plan your other media channels at a postcode or postcode sector level for retargeting with zero wastage. An example of this might be uploading the homemover postcodes to Sky AdSmart so that only those addresses see a bespoke TV ad. This type of campaign sequencing will drive even higher levels of conversion.

Case Studies



The client

BT Group plc is a British multinational telecommunications company. It has operations in around 180 countries and is the largest provider of fixed-line, broadband, and mobile services in the UK. It also provides subscription television and IT services.

The challenge

With GDPR looming, BT were looking to scale cold outbound acquisition channels for broadband switching to replace prospecting volumes. We were already running a successful lead generation programme for BT, but they were looking for additional volume that was of a potentially higher quality.

The strategy

We knew that homemover data could potentially provide BT with a list of prospects who are actually in the market for a new broadband contract. Rather than use data from just one source, as most agencies do, we gathered data from multiple suppliers to provide the maximum volume of data.

The impact

By working with a wide range of suppliers, we provided BT with high volumes of the highest quality data that had a greater propensity to convert. We continue to run this “always on” campaign for BT because the response rate when mailing homemover data is 5 times that of other cold acquisition data sources.

Return Address
BT Response Centre
BT15 5J1
8535 322

Recycle Together we can reduce paper consumption

BT logo

Get superfast speeds when you move.
At our new lower price.

Get everything moved in.
And everyone online.

BT logo

Settle in superfast.

A lot goes into planning your next move, so let us help tick one thing off the list. With great savings on the broadband that keeps everyone happy.

The sooner you can get in touch before you move, the better. That way, we can help get you online as soon as you're in. Simple.

new lower price

Fibre Essential

£26.99 per month

24 months 10% charge apply. £5.99 per month after 24 months.

Recycle Together we can reduce paper consumption

Add the best of BT to your new home.

Fast
Get the speeds we promise or £20 back with our Stay Fast Guarantee.

Safe
More online security features than any other big broadband provider.

Strong
Powerful and fit from a Smart Hub with a Which? Best Buy.

Call 0800 783 6666
Visit bt.com/moveready

Case Studies

The client

Legal & General (L&G) is a British multinational financial services company headquartered in London. Its products and services include life insurance, general insurance, pensions, and investment management.

The challenge

When GDPR came into play, there were concerns around mailing cold personal data. We wanted to explore new ways to target consumers via mail without using personal data and to capture consumers at the right time when they're considering purchasing life insurance.

The strategy

We knew that homemover data could provide L&G with a list of prospects who were actually in the market for life insurance.

The impact

Through using homemover data, we were able to increase their response rate by 25% and double the ROI L&G were getting from standard direct mail.



Life Insurance

It's not for you,
it's for the ones
you love.

Cover starts from
£6 a month



We know that moving home is a busy time with lots to think about. But one thing you might not have considered is how you'd protect your loved ones should the worst happen. That's where life insurance may help.



It could pay out a cash sum if you die during the length of the policy. It could be used to help pay the mortgage, protect the family's lifestyle or cover everyday living expenses. Premiums start from £6 a month depending on your individual circumstances and you can choose from the following:

- **Life Insurance** - where the amount of cover stays the same through the length of the policy unless you make changes to your policy.
- **Decreasing Life Insurance** - which is designed to help protect a repayment mortgage, so the amount of cover reduces roughly in line with the way a repayment mortgage decreases.

Once you've arranged your policy, you can get back to enjoying your home, with added peace of mind. After all, life insurance isn't for you, it's for them.

Life Insurance is not a savings or investment product and has no cash value unless a valid claim is made. Please read the Policy booklet and Policy summary on the website before applying.

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Summary

At Join the Dots, we use data and insight to create unstoppable media campaigns which deliver your acquisition goals. As we have shown, the homemovers market is a significant opportunity for brands to drive sales from consumers who are in a switching/purchasing mind set pre, during, and post-move. This leads to higher response rates and conversion rates than other acquisition channels. Unlike other agencies who partner with just one supplier of homemover data, or where clients have direct relationships with

single sources of data, Join the Dots gathers data from 100% of the market and optimises by source. This means we can supply clients with higher volumes of optimised data so they can target the right people with mail, and therefore drive higher volumes of more cost-efficient conversions or sales for those clients. By using homemover data, clients can expect to see response rates and ROI at least several times higher than other cold acquisition channels.

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