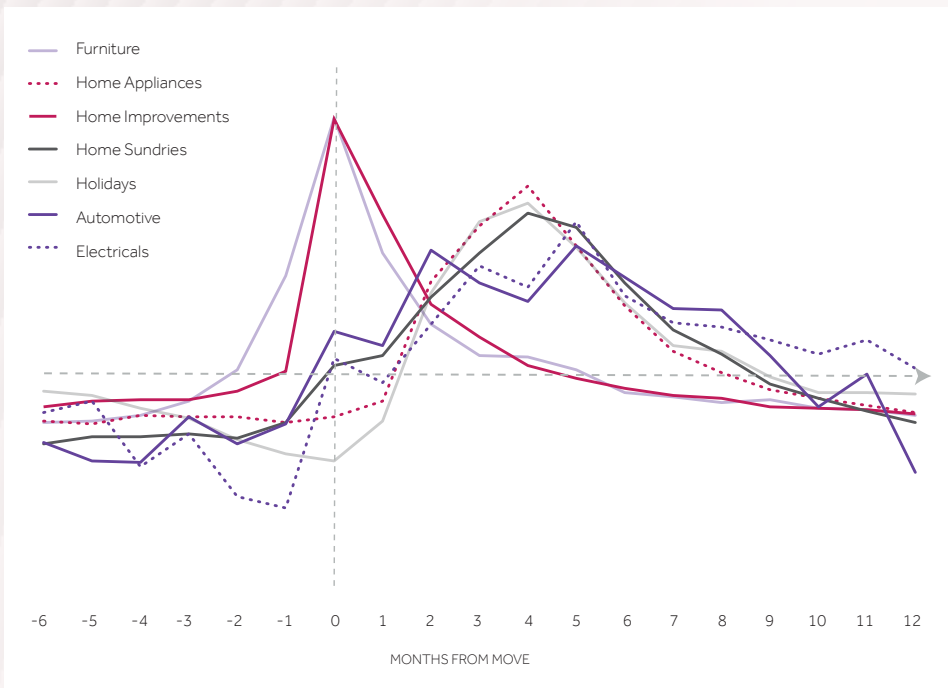




RETAIL INTELLIGENCE

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SECTOR	HOW MANY MORE TIMES LIKELY TO BUY IN MONTH OF MOVE	VALUE OF HOMEMOVERS (PER ANNUM)
Home furnishings	30	£ 1,344,000,000
Home appliances	5	£ 2,340,000,000
Home improvements	7	£ 2,106,200,000
Home sundries	4	£ 504,000,000
Automotive	2	£ 8,820,000,000
Electricals	9	£ 367,200,000



HOMEMOVERS: A CAPTIVE, HIGH-VALUE AUDIENCE FOR RETAILERS

The largest prime consumer group for retailers selling big-ticket items, from beds and sofas to white goods, tech and electricals, are homemovers.

Each year in the UK we know that an average of four million people move house, and excluding the property purchase and transaction costs, these consumers spend an enormous £12 billion with the period expenditure stretching from 6 months prior to a move to more than 12 months post move and beyond.

The sheer scale of the value that these consumers represent can be seen by looking at some of the key sectors where this buying takes place.

Taking the home furnishings sector as an example, homemovers are up to 30 times more likely to purchase products and services associated with this category than a non-homemover. What's more, furniture retail represents a total value of £1.344 billion from UK homemovers every year. The impact can be realised by almost every major industry sector.






THE TWENTYCI HOMEMOVER WAVE

We can not only understand the value of a homemover, but also can accurately predict when a homemover is in market for key goods & services, by tracking these consumers as they make their way through the property buying or renting process. We know this based on our extensive experience of running marketing programmes on behalf of retailers.

The graphic left provides an overview of key spending patterns in relation to a home move and how through engaging at the most opportune time when consumers are 'in market' for these goods & services, retailers are able to optimise the consumers' propensity to spend.

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The Homemover Wave can last several months and is broken down into the specific stages below.

	Want to move 351,931 households		DIY Flooring Windows and doors
	Moving soon 244,000 households		Furniture Electricals Tech Home furnishings Garden
	Moving now 235,692 households		Furniture Electricals Tech Home furnishings Garden
	Just moved 189,200 households	Furniture Electricals Tech Home furnishings Garden	Baby and nursery Toys Sport and leisure
	Settling in 161,771 households	Furniture Electricals Tech Home furnishings Garden	Baby and nursery Toys Sport and leisure Electricals Tech Home furnishings Garden

IN THE MARKET FOR

HAVE YOU CHECKED YOUR CONSUMER BLIND SPOT?

To harness this homemover data for marketing programmes represents a great opportunity for retailers to yield huge gains and a strong return on investment, particularly in the current tough trading economic climate.

Despite this compelling insight, many large retailers have yet to fully recognise the scale of the opportunity resulting in lost revenue potential to your brand.

MEDIA EFFICIENCY

As our Chief Customer Officer, Colin Bradshaw explains, "Refocusing budget from Above The Line advertising to Below The Line marketing, to target high propensity audiences is key. And we're not only talking about homemovers; we're also able to identify the high value non-homemover potential consumers who we know to be most likely to engage with a brand. Consider this Buyhavioural Economics".

Simply put, it is possible to spend less money on media and achieve the same return, by saving on your initial investment. Marketing campaigns become more media efficient through the smart application of customer intelligence.

Danny Crowe, Sales & Marketing Director at JG Travel Group adds, "I worked with TwentyCi to implement targeted homemover marketing programmes during my time at Dixons, Homebase and B&Q. We saw great results to both the initial campaign and the homemover audience, with this consumer group remaining a true sweet-spot of data for at least the next 12 months following their home move. I firmly believe that TwentyCi's Buyhavioural approach allows brands to understand the audience and communicate in a relevant way to drive superior results. The power of a trigger event cannot be underestimated."

ABOUT TWENTYCI

TwentyCi is a property data and consumer intelligence platform that provides insight into the events in consumer lives that act as purchase triggers, such as moving home. TwentyCi has been managing data for major advertisers like HJ Heinz, ATS Euromaster and many leading estate agents for over 15 years. TwentyCi holds the UK's largest and richest resource of factual homemover data compiled from more than 29 billion qualified data points. It works with advertisers and their agencies to create contextually targeted marketing programmes that cut through by reaching consumers at the exact moment that they need a company's product or service, through the best media channel for that individual. For more information, visit twentyci.co.uk.