

Catch 'em when they're moving.

Up to 30 million people will move this year, each spending an average of \$8,500 within the first three months. Capturing those in the process of buying or selling a home has always been a huge opportunity, and an even bigger challenge. But now AdHaven Bullseye for New Movers enables you to cash in with precision targeting and timely offers. Reach this prime demographic on their mobile devices right when they need you. Target mobile ads with the same precision you enjoy with online or direct mail, then track the results. When you can confidently add mobile to your media campaign, all signs lead to success.



Ready. Aim. Measure.



Some mobile ad platforms tout taps and downloads to prove their effectiveness. Bullseye uses 3rd party data sources, or even your own customer data, to achieve precise 1:1 targeting. Then we give you the ability to measure results at the cash register, where it counts.



Bullseye brings your message home.

How can you cash in on sales opportunities that are unique to those in the process of moving? Whether they've just listed their home, are under contract, or have already sold and on the move, Bullseye for New Movers can deliver just the right offer to just the right people. It's the first mobile solution that enables you to precisely target new movers at every stage of the funnel, and then track results.

At the fingertips of millions of movers.

Using advanced geocoding and patent-pending algorithms, we match smart phones and tablets to households. Then using Speedeon's new mover data, we identify the consumers in the move process. Finally, our network allows you to target just those movers with specific messages and measure the back end.

The result: cost-effective mobile advertising that works. Our 6-to-1 return on investment proves it. Bullseye is just as targeted and measurable as direct mail, unlike other mobile marketing, and it costs less.

- Targeted and measurable
- Less costly than direct mail
- Proven ROI

Segmented.

Powered by Speedeon, Bullseye targets new movers like no one else can. Since Speedeon taps into more than 3,000 sources, it's the best new mover data available. You choose specific customers in the right stage of the move cycle, including: home listed, under contract and sold/moving.

Targeted.

No matter where your customers are, we'll find them. Bullseye enables you to reach 4-5 million households monthly who have moved in the past 90 days, and 1-2 million households currently in the process of selling their homes.

You can also target messages by segment, and retarget those who respond early in the process with additional offers as they progress through stages of moving.

Sold!

Whether they're moving across town or across the country, are at the beginning or the end of the move cycle, AdHaven puts customers on the move on the map. No heavy lifting required.

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