

Goldleaf - New Mover



Residential New Movers Base Price \$95 Per Thousand

Includes Age, Income, Dwelling Type,
Ethnicity and more are available

Minimum Order: \$200.00

New Mover - Goldleaf: If your customer is looking for more qualified prospects, improved response to marketing initiatives, and increased ROI -- you need to be reaching new connect new movers to ensure you are there first. We can assist any business looking to reach residential new connects first. First means ahead of your competition: first to earn new customers and first to earn more revenue to your bottom line.

TELCO Date = Date the TELCO provider entered the new record into their system. This date can be very close to the origination date, or can vary by days, depending upon when the order for service was fulfilled by the TELCO.

Origination Date = The date the record is added to the Goldleaf Data file. This date is what we explain to users of the data, as a definitive "move in" date.

Activity Date = This date shows an occurrence on a record, that pre exists on the Goldleaf Data file. There will be an origination date that is previous to the activity date. Activity date records are generally new moves, or disconnects, however, disconnect records get remanded to the disconnect file, and thus are disallowed from being output as a connect / new move. On some activity date records, we were able to provide the previous address, if a marketer needs to be more incisive on the move occurrence.

Levels

Geographic Selections

- 1= Single Family Dwelling Unit
- 2= Multi family Dwelling Unit
- 3= MFDU where we are absent of a first name
- 4= MFDU with first initial and Last name

- 1- Unique Address 584533
- 2 - Duplicate Address Only 341479
- 3 - Duplicate Address + Last Name Only 19133
- 4 - Duplicate Address + Last Name + First Initial 19537

These indicators for 3 and 4 are important data elements in assisting decision making for how a marketer may want to filter a file, when mailing into MFDU complexes.

Available Output Formats:

Cheshire Labels*(4-up)	\$ 1.75/M	Manuscript*	\$ 8.50/M
PS Labels*	\$15.00/M	4x6 Cards	\$25.00/M

**Subject to Print Output Minimum . . . \$50 per job*

Output Media:

Email.	\$25.00Min	Cartridge.	\$25.00
FTP.	\$25.00Min	CD-ROM.	\$40.00

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