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NuMovers ID™ Offers More New Mover Addresses and Is Now Available Daily

SPRINGFIELD, VA – [Telematch, Inc.](http://www.telematch.com), and its data division Phoenix, announces the expansion and enhancement of its new mover file, NuMovers ID™. This file of on-the-move U.S. households has expanded to 340,000 new household addresses per week, a 70-percent increase over the update rate recorded just a year ago. In addition to the robust weekly update, which is relied upon by major retailers, insurance companies and home service providers, the “rolling” 52-week NuMovers ID database now offers an expanded daily update that includes both new phone connects and deeds for clients needing enhanced recency and coverage. NuMovers ID represents 17 million new movers – nearly 50 percent of which are linked to previous address data.

“We want to improve consumer marketers’ ability to stay in close touch with moving customers in near real time and bridge customer histories quickly, while providing life-stage marketers tied to moving households with a deeper, more timely marketing intelligence file on which to draw,” said Peg Kuman, chief executive officer, Telematch. “This has practical applications for nearly all consumer marketing brands nationwide, and since our data are tied to new phone connects – both landline and mobile – as well as public-record deed data, we are able to bundle these sources daily or weekly depending on client need.”

“NuMovers ID also features our proprietary matching logic that helps keep the quality of Telematch change-of-address information highly accurate, reliable and competitive,” said Kuman, noting that Telematch’s NuMovers ID continues to be a premier source of new movers for customer acquisition.

The expanded NuMovers ID is available on a daily or weekly basis. Contact Telematch at (800) 523-7346 or sales@telematch.com to arrange a test.

About Telematch, Inc.

Telematch, Inc. (www.telematch.com), with its headquarters in Springfield, Virginia, is a leading information services provider offering a comprehensive range of marketing intelligence and digitally driven marketing solutions, utilizing high-quality data sources. The Telematch, Inc., family of companies – Telematch, Phoenix Data and Farm Market iD – has delivered data solutions for 32 years. For more information, call (800) 523-7346, or visit www.telematch.com.