

Direct Mail Reaches Your Best Potential Customers

Direct mail provides the best reach of any marketing campaign because movers can connect with 100% of the homeowners who are planning a move. Postcards are a proven way to reach homeowners during their decision-making process and result in phone calls and website visits. Since direct mail leads contain private consumer data, for movers in California, CCPA affects how you can market to these homeowners.

What is CCPA?

The California Consumer Privacy Act (CCPA) regulates businesses' use of consumer data. This new law gives California residents several rights, including the right to:

- » Receive notice before a third-party resells their personal information.
- » Opt-out of the resale of personal information.
- » Instruct a business to disclose personal information kept about a consumer.
- » Instruct a company to delete personal information held about a consumer.



What Does CCPA Mean for Mover Marketing?

The California Consumer Privacy Act took effect on January 1st, 2020. If you are buying sales leads, you should make sure that your lead providers are complying with the law. Homeowner names and addresses can not be sold until a homeowner has been contacted and given time to opt out. You could face fines and penalties if your lead provider is breaking the rules.

What is Our Solution?

We offer a CCPA-compliant automated postcard solution: we can mail postcards on your behalf with the name and address of homeowners, so long as we do not sell that personal information (homeowner names and addresses) directly to you. You can still win the business of your best potential customers with direct mail!

CONTACT US TODAY AND START MAILING!

CALL: 303-443-0767 **VISIT:** www.MovingLeads.com

HASSLE-FREE DIRECT MAIL FOR CALIFORNIA MOVERS



Why Use MovingLeads.com for Postcard Mailings?

Since 2003, we have provided the moving industry with the highest quality moving leads. We source, filter, and build our own lead lists, so we know our leads meet the strictest standards. Combined with our digital printing, we offer our customers the best services to boost their marketing success. We are committed to providing California movers with a CCPA-compliant way to market to homeowners with direct mail.



TIMING

Our daily service ensures that you send postcards as soon as possible.



TARGETED

Customize geography and price settings of homes to pinpoint ideal customers.



QUALITY

We double verify that each lead is homeowner owned and occupied.



PRICING

We offer budget friendly, convenient pay-per-postcard services with no minimums, no long-term commitments, and no monthly subscriptions.



OPT-OUT RESOURCES

CCPA requires businesses to provide consumers ways to opt out or submit inquiries about their personal data. We handle all opt-out requests and inquiries for our customers.



COMMITMENT

We are committed to providing you the best leads while ensuring that your marketing is CCPA compliant.

Our Service for California Movers

We print and mail your postcards for you the **same day** leads are available.



PRINT

- On demand printing - no minimums!
- Quality stock: Full color on both sides, 16pt, and UV coated 1 side



MAIL

- Printed & addressed with homeowner name
- Mailed automatically **every day**



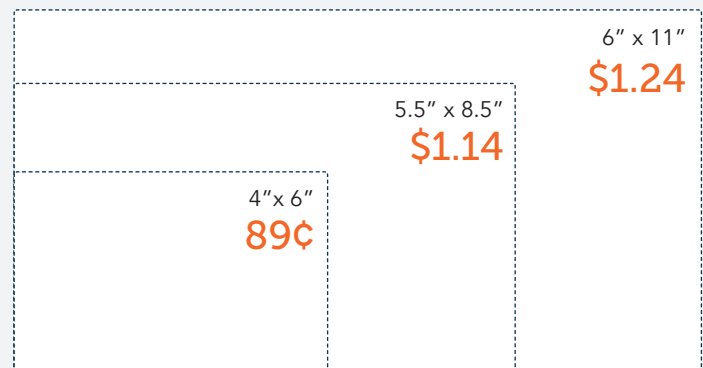
DELIVER

- First class postage for quick delivery



RECEIVE

- A daily .xls spreadsheet of the public data and quantity of postcards mailed. Private data is excluded.**



* Price includes printed postcard, mail processing, & first class postage.

** In order to be CCPA compliant, our service does not sell the personal data (homeowner name and address).



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