New Mover Program

how our new mover program works:

EDGE AND NON-EDGE SOFTWARE USERS

Page Location | Directions

01 STEP — DRIVERETAIL.COM WEBSITE

GO TO THE DRIVERETAIL.COM WEBSITE HOME PAGE:
- Click "Products" tab at top navigation bar and under "DIRECT MAIL MARKETING" click on the category "Welcome to the Neighborhood" located at the bottom of the second column
- From the Product Page of the mailer you selected, click "PURCHASE A LIST" underneath "ONLINE POST OFFICE" options

UPLOAD OWN LIST	Upload your own list of customers and send this direct mail design template (no minimum print quantity)
PURCHASE A LIST	Purchase a trageted list of customers and send this direct mail design template (no minimum print quantity)
CUSTOMIZE	Customize this direct mailer by changing headlines, copy, and jewelry images (1000 pcs. minimum print quantity)

02 STEP — ONLINE POST OFFICE

ON THE ONLINE POST OFFICE PAGE:
- Enter your Edge ID or Program Key issued to you upon completion of your store registration
- Enter Direct Mailer Contact Details including your Call-to-Action (Promotional Offer and Disclaimer)
- Select Postage Class and Confirm Mailing Date
- Click "I Understand" to avoid sending multiple mailings to the same address (see step 4 below)
- Click "I Agree" to be redirected to our geo-targeting tool

03 STEP — GEO-TARGETING TOOL

SELECT "GENERATE A TARGETED DIRECT MAIL LIST" TO GO TO GEO-TARGETING TOOL:
- Under "Geography" select option "Radius around an address" and enter your store address in search bar
- Click your store address that will appear as a validated address in the drop-down menu
- To the right of the address bar, move the "Radius (miles)" bar to increase or decrease your search distance
- Below the map, keep the "Demography" at "Single Use" - don't change this setting

Geography

○ Radius around an address   ○ Zip, City, County or State   ○ Whole USA

Address   Radius (miles)
🔍 3 Corporate Drive, Shelton, CT, USA   5

04 STEP — GEO-TARGETING TOOL

- Underneath "Demography", click the drop-down arrow underneath "Database Type" and select "New Mover"
- Click the drop-down arrow underneath "Search Field" and be sure to select "Unique Addresses Only". Keep the "Search Value" as "Yes" and click the + button.
- Click the drop-down arrow again underneath "Search Field" and select "Number of Days Old", enter "30" in "Search Value", then click the + button.
- Click "Next"

| Database Type | Search Field | Search Value |
| New Mover | Number of Days Old | 30 ＋ |

Active Fields

Database	Field	Value
New Mover	Unique Addresses Only	Yes 🗑
New Mover	Number of Days Old	30 🗑

05 STEP — DATA QUALITY AND REVIEW OPTIONS

DATA QUALITY OPTIONS PAGE:
- Data Quality Options have been pre-selected, so do NOT change
- Be sure the "Remove Duplicates" and "By Address" are both checked
- Click "Next"

REVIEW OPTIONS PAGE:
- This page allows you to simply review all of your options selected
- Click "Next"

☑ Remove Duplicates

⦿ By Address   ○ By Household / Surname   ○ By Contact

06 STEP — PAYMENT

PAYMENT PAGE:
- Please note you are purchasing your List and Data Quality Service ONLY. A separate Order Confirmation email will be sent to you for Printing + Postage charges (Total x Product Price) associated with your job.
- Click "I Understand"
- Click a payment option (PayPal, PayPal Credit, or Debit/Credit Card) and enter your credit card information
- The Printing + Postage charges associated with your "New Mover" direct mail job will be emailed to you and your credit card on file will be charged
- Repeat this entire process every 30 days to reach New Movers in the Neighborhoods near your store

P PayPal

P PayPal CREDIT

🖵 Debit or Credit Card

Powered by **PayPal**

● Denotes Important Step