



Let's hear
about our
upcoming
Cinch DTC
campaign!



Red Venture MYMOVE
March 2020


What's Happening?


- ✓ Cinch Home Services has partnered with a company called MYMOVE (owned by Red Ventures LLC). to help us market our home service plans through our DTC channel.
- ✓ **MYMOVE** is a media company with an exclusive relationship with the United State Postal Service (USPS). They facilitate address change requests on behalf of the USPS digitally and also via mail informs. Any time an address change request is submitted, MYMOVE mails the person a series of confirmation packets. These packets include marketing inserts from various companies with offers on products or services they might need. Cinch Home Services will now have an insert placed within these confirmation packets. We also have digital ads placed on-line throughout the MYMOVE platform and in their mobile app.
- ✓ There will be a “Pre-Move” packet insert, which gets mailed to the person’s old address to confirm their change of address. And we will also have an insert in a “Customer Notification Letter” which gets mailed to their new address (See samples below).
- ✓ This DTC campaign will continue to take place from March 1, 2020 through the end of 2020 or potentially longer.
- ✓ **All calls will be directed to ThinkDirect (Marketing BPO).**

PRE-MOVE: USPS® MOVE VALIDATION LETTER
Audience: 35MM Movers

REACH MOVERS AT THEIR OLD ADDRESS
The Move Validation Letter is delivered to each mover's old address to confirm their Change of Address.

At this point, movers are planning or making large purchases for their new home, presenting an opportune time to reach movers with a compelling offer.







Our insert will be included in these packet examples just like you see here.

USPS® CUSTOMER NOTIFICATION LETTER
Audience: 10MM Movers

REACH ADDITIONAL HOUSEHOLD MEMBERS
This USPS® Customer Notification Letter is one on the first mailings additional movers in a moving household receive at their new home.





Offline Insert Creative Samples

Note: Each insert creative has a “Promo Code.” The promo coded is needed for the customer to enroll online but when calling, the cell code will trigger the promotional offer.

Post Move Notification (CNL100)

Cell Code: CINRV100N

Offer: \$100/\$50/\$50 Off Annual Payment

TFN: 888-721-8152

Landing Page: shopcinch.com/newhome1

Promo Code: Newhome

Quantity: 101,174

Leads Per Day: 10

SIMPLY HOPING YOUR A/C, FURNACE OR APPLIANCES WON'T BREAK DOWN IS A BIG RISK.

How

AN UNEXPECTED BREAKDOWN IN YOUR NEW HOME COULD COST THOUSANDS.

Don't leave your budget up to chance. A Cinch® Home Protection Plan helps pay the bill when a covered item needs repair or replacement.

Our housewarming gift to you...

SAVE \$100
PROMO CODE **NEWHOME**
Offer expires April 30, 2020

CALL (888) 721-8152
VISIT shopcinch.com/newhome1

Save \$100 on a Complete Home Plan or save \$50 on Appliances or Built-in Systems Plan when you choose annual payment. Excludes optional coverage and add-ons. Cannot be combined with any other offer. Not available in all states.

Post Move Notification (WEL100)

Cell Code: CINRV100W

Offer: \$100/\$50/\$50 Off Annual Plan

TFN: 888-821-8153

Landing Page: shopcinch.com/newhome2

Promo Code: Newhome

Quantity: 229,295

Leads Per Day: 30

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VISIT shopcinch.com/newhome2

Save \$100 on a Complete Home Plan or save \$50 on Appliances or Built-in Systems Plan when you choose annual payment. Excludes optional coverage and add-ons. Cannot be combined with any other offer. Not available in all states.

Offline Insert Creative Samples

Post Move Notification (CNLFREE)

Cell Code: CINOFFRVN

Offer: First Month Free

TFN: 888-721-8155

Landing Page: shopcinch.com/freemonth1

Promo Code: Freemonth

Quantity: 101,174

Leads Per Day: 10

Simply Hoping Your A/C, Furnace or Appliances Won't Break Down is **A BIG RISK.**

How lucky

AN UNEXPECTED BREAKDOWN IN YOUR NEW HOME COULD COST THOUSANDS.

Don't leave your budget up to chance. A Cinch® Home Protection Plan helps pay the bill when a covered item needs repair or replacement.

Our housewarming gift to you... **FIRST MONTH FREE**

PROMO CODE **freemonth**
Offer expires April 30, 2020

CALL (888) 721-8155
VISIT shopcinch.com/freemonth1

First month free offer valid only when you choose the monthly billing option on your purchase of a new annual Appliances, Built-in Systems or Complete Home Plan. Excludes original coverage and add-ons. Cannot be combined with any other offer. Not available in all states.

Post Move Notification (WELFREE)

Cell Code: CINOFFVW

Offer: First Month Free

TFN: 888-721-8156

Landing Page: shopcinch.com/freemonth2

Promo Code: Freemonth

Quantity: 229,295

Leads Per Day: 30

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CALL (888) 721-8156
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First month free offer valid only when you choose the monthly billing option on your purchase of a new annual Appliances, Built-in Systems or Complete Home Plan. Excludes original coverage and add-ons. Cannot be combined with any other offer. Not available in all states.

Offsite Insert Creative Samples

Pre Move Notification (MVL_Panel4)

Cell Code: CINRV100P

Offer: \$100/\$50/\$50 Off Annual Payment

TFN: 888-721-8150

Landing Page: shopcinch.com/newhome

Promo Code: Newhome

Quantity: 966,931

Lead Per Day: 40

How much longer will your new home's A/C, furnace and appliances last?

5 years... 5 days... 5 minutes?

No worries. With a Cinch® Complete Home Plan you and your budget are protected whenever a covered item breaks down. Here are just a few examples...

	Cost Without Cinch ¹	Cost With Cinch ²
Air Conditioning Repair: \$535 Replacement: \$4,000		\$125 deductible
Furnace Repair: \$475 Replacement: \$4,500		\$125 deductible
Clothes Washer Repair: \$257 Replacement: \$675		\$125 deductible

Your new home could be full of surprises. Don't be caught off guard. Reserve your protection today.

CALL (888) 721-8150
VISIT shopcinch.com/newhome
Use promo code **NEWHOME** to save **\$100**.

The data above is based on estimated ranges on retail costs for repair and replacement of the listed systems and appliances. Includes data from national independent service contractors. Pricing and benefits may vary by state. Terms and conditions apply.
¹ Save \$100 on Complete Home Plan or save \$50 on Appliances or Built-in Systems Plan when you choose annual payment at time of purchase. Excludes optional coverage and add-ons. Cannot be combined with any other offer. Not available in all states.

Online Digital Ad & Mobile App Ad Samples

The online ads will be in various places within the MYMOVE platform.

Cell Code: CINRV100DG

Quantity: 551,124

Offer: \$100/\$50/\$50 Off Annual Payment

Leads Per Day: 10

TFN: 888-413-1306