

# WINNING TELECOM'S NEW MOVERS

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**How marketers can capture  
the next wave of Internet customers**

May 2025



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## How marketers can capture the next wave of Internet customers

Peak movers season is here! While volume had been trending down over the past years, **Speedeon's 2025 Move in Review** is forecasting a 9% uptick in mover volume for 2025. This life stage trigger brings significant opportunities for Telco, Cable and Fiber marketers offering Internet and related services.

The following summary explores how telecom marketers can adapt to shifting mover demographics, segment more effectively, and deploy coordinated multi-channel strategies to capture more high-value customers and growth opportunities.





## TODAY'S MOVER MARKET:

# What's Changing

The mover market is shifting, and adapting strategies can help marketers get an edge over competitors.



## Younger Movers Are Leading the Charge

Gen Z and Millennial consumers now lead the mover market. These digitally-native generations prioritize flexibility and value, bringing fundamentally different needs and expectations for Internet connectivity.

**67%**

**of Gen Z and  
59% of Millennials**  
planned to move  
in 2023-2024<sup>1</sup>

Gen Z and  
Millennials  
move the most



**78%**

of these movers  
**research Internet  
options before**  
finalizing their move<sup>2</sup>



**65%**

**are renters**  
rather than  
homeowners<sup>3</sup>



<sup>1</sup>Moving.com, 2024 Moving Statistics

<sup>2</sup>Broadband Now 2024 Consumer Survey

<sup>3</sup>Moving.com, 2024 Moving Statistics



## The Renter vs. Owner Divide

While the majority of movers are renters, the distinction between renters and owners represents an important segmentation opportunity in offering Internet and related home service connectivity.

**Renters** (primarily younger) are more price-sensitive when it comes to these services. In fact, according to a 2023 survey by Deloitte's Digital Media Trends, **52% of renters under 35 prioritize cost over speed** when selecting Internet service. This is where value-driven offers will work best when introducing your Internet service to the younger renters in your footprint.



**Homeowners** are seeking longer-term solutions. The same Deloitte survey found that 84% of homeowners agree that the **fastest speeds are the most important factor** when considering home Internet. As a result, promoting GIG+ high-speed offers will target this segment most effectively. Homeowners also offer higher ARPU (average revenue per user) and LTV (lifetime value) making them a valuable target to prioritize.





## Three Key Mover Segments

Here are three core segments to target with adaptive messaging for greater likelihood of conversion with your respective movers' offers.

### 1 YOUNGER DIGITAL NATIVES

These Gen-Z and young Millennial renters treat connectivity like a utility, demanding:

**Affordable  
entry-level plans**

**Seamless,  
instant setup**

**Flexible,  
no-contract options**

▶ *Recommended approach:* Lead with lower-priced, high-value offers with no contract commitments. According to NCTA's 2024 Broadband Insights Report, 72% of movers under 30 prefer self-install options. Emphasize the **convenience of self-installation** and position your service as being **easier to set up than ordering takeout**.

### 2 TECH-SAVVY HOMEOWNERS

These higher-income homeowners represent your premium, higher-LTV and ARPU opportunity. They prioritize:

**Advanced,  
impressive  
Multi-GIG Fiber  
speeds**

**Tech-forward options:  
e.g., reliable whole-  
home WiFi, advanced  
network controls**

**Choice of  
self-install or  
professional setup**

▶ *Recommended approach:* According to Parks Associates' 2023 Home Network Report, 67% of homeowners are willing to pay a premium for guaranteed whole-home coverage. Lead with your **fastest speeds and premium features**. Focus messaging on performance and enhancements that promote **whole-home connectivity**.

### 3 CONNECTED FAMILIES

Reliability is their goal—they're looking for solutions that simplify their increasingly complex digital lives. They value:

**Consistent coverage  
throughout the  
entire home**

**Enough bandwidth  
for multiple  
devices**

**Family-friendly features,  
e.g. security and  
parental controls**

▶ *Recommended approach:* Position your service as the family's smart choice and central hub for their digital life. Comscore's 2024 Connected Home report notes that households with children have an average of 16 connected devices—double the national average. Speak to **whole-home connectivity and support for multiple devices**, backed by **advanced security and parental controls**. Don't forget to emphasize the **added value with bundled** Internet, Mobile, and streaming offerings.



## CHANNEL STRATEGY:

# Meet Younger Movers Where They Are

Today telecom providers need a more coordinated, cohesive approach that meets movers where they are, across multiple channels working in sync.



**Expand paid social presence to reach younger movers.** Instagram and TikTok lead the way, with Meta's 2024 platform insights showing 78% of movers aged 18-34 researching services on social platforms.

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**Don't underestimate Direct Mail.** Contrary to popular belief, direct mail effectiveness with younger audiences remains strong—Verizon's 2023 marketing effectiveness study found 62% of Gen Z consumers report taking action based on direct mail, compared to 54% for email.

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**Develop OTT/streaming campaigns to reach cord-cutters.** eMarketer reports that 87% of adults 18-34 now watch more streaming content than cable TV.

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**Create cohesive cross-channel campaigns that build on each other.** Recent industry research shows coordination of messaging across three or more channels can increase conversion rates by 25-35%.<sup>4</sup>

## **The Bottom Line**

Ready to win more movers this year? Shifting from one-size-fits-all approaches to segmented targeting will help you connect with the growing younger generation of movers, renters and owners alike.

**Want to learn more about how LIFT Agency can help you optimize your new mover strategy?**

Contact us today at [hello@liftagency.co](mailto:hello@liftagency.co) to schedule a chat.

