

A LITTLE HELP HERE MEDIA

MEDIA KIT · 2026

# AddressGenie®

The help-based moving-intent media network.

We reach **~250,000 fresh movers a year** at the exact moment they're making dozens of new-vendor decisions — and we reach them as a trusted helper, not an advertiser.



ALITTLEHELPEREMEDIA.COM · ADDRESSGENIE.CO

COVER

# More than change of address. The platform movers actually use.

A Little Help Here Media, LLC operates **AddressGenie®**, a moving-concierge platform built on one promise: make every move *easier, less stressful, and a little cheaper*. Change of address is simply how customers find us — and how we earn the data and trust that make everything else work.

## AddressGenie®

USPS + 6,000+ companies, 23 categories

## Heads Up™

Moving announcements to friends & family

## Don't Forget™

Hosted 128-task moving checklist

## Ready.Set.Go™

Pre-vetted moving-services marketplace

## CREDIBILITY

- **15+ years** in business
- **1.5M+ households** served
- **U.S. Government–approved** 1-Stop Change of Address provider
- **BBB A+** rated



## THE THESIS

We don't bolt ads onto a utility. Every partner connection is delivered as part of the help — at the moment of need, framed as the solution to a task the mover already has. **The experience is the monetization.**

### THE HELP TEST · EVERY PLACEMENT MUST PASS IT

*"Does it make the customer's move easier, less stressful, or save them money?"*

If an offer doesn't pass, it doesn't run — regardless of payout. For partners, that's

why engagement is high and our audience trusts what we put in front of them.

# The most valuable audience in marketing — reached right.

A move is one of the highest-value life events a marketer can target. In a window of weeks, one household makes a dense cluster of **first-time vendor decisions** — utilities, internet, insurance, security, warranty, movers, cleaning, financial — plus a wave of **retail spend**: home improvement, furnishings & décor, appliances, landscaping, hospitality. Whoever reaches them first, helpfully, wins the relationship.

**~250K**

Fresh movers / year (~20K per month)

■ **VERIFY BEFORE PUBLISHING**

**1.2M+**

Addressable email database, fully segmentable

**50**

States — nationwide reach

**1.5M+**

Lifetime households served

## OUR EDGE: THE DATA WE COLLECT TO FILE A CHANGE OF ADDRESS

To process a CofA we capture — **with explicit consent** — a richer data set than any cookie-based network can assemble. That becomes targeting precision competitors can't match:

<b>New-address geo (ZIP)</b>	Geo-bound services — security, locksmith, utilities, lawn, local pros
<b>Move-date timing</b>	Sequence offers to the exact moment of need (pre- vs. post-move)
<b>Owner vs. renter</b>	Warranty & security (owners) vs. renter's insurance (renters)
<b>Household type</b>	Family vs. business vs. individual relevance
<b>Permanent vs. temporary</b>	Depth of intent and length of need

## COMPLIANT BY CONSTRUCTION

Every lead carries TCPA consent captured at the source via **Jornaya LeadID** and **TrustedForm**. As a U.S. Government-approved provider, our data is clean, consented, and litigation-safe.

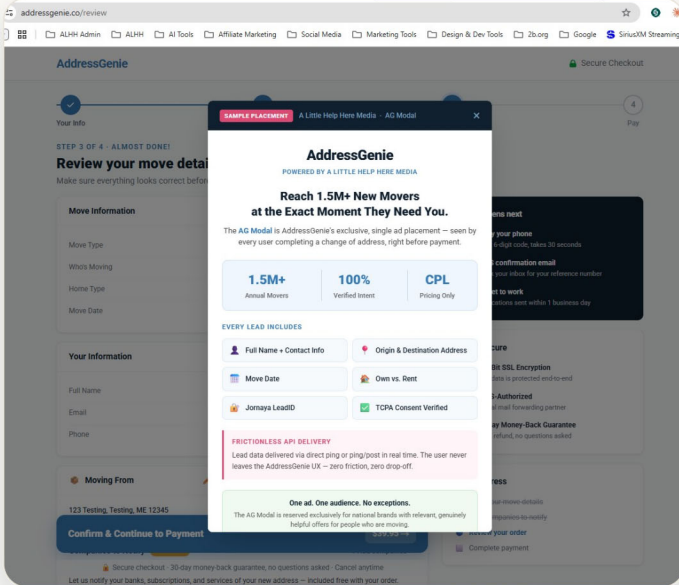


clean, consented, and litigation-safe.



**LIVE** **CPL ONLY** **API REQUIRED** **EXCLUSIVE · 1-4 CAMPAIGNS**

# The only ad inside the move.



Sample placement, shown live over the AddressGenie /review page.

## WHAT IT IS / HOW IT WORKS

The single ad we permit anywhere in the AddressGenie change-of-address flow. It fires on **/review** — after the user has entered every move detail, right before payment. The offer is presented *by AddressGenie*, so it inherits our trust. On accept, the lead is delivered **in real time via direct ping or ping-post**; the user never leaves the flow.

### PRICING PARAMETERS

Model	CPL only
Integration	Ping / Ping-Post API
The pitch	Volume + superior CPAs

## TARGETING — FOUR MOVER SEGMENTS

<p><b>Pre-move</b> Move date still ahead</p>	<p><b>Post-move</b> Already in the new home</p>
<p><b>Owner</b> Selected "I own"</p>	<p><b>Renter</b> Selected "I rent"</p>

Run any combination. Every lead carries identity, full move details, origin + destination address, **Jornaya LeadID** and **TCPA consent** — shown in the unit at left.

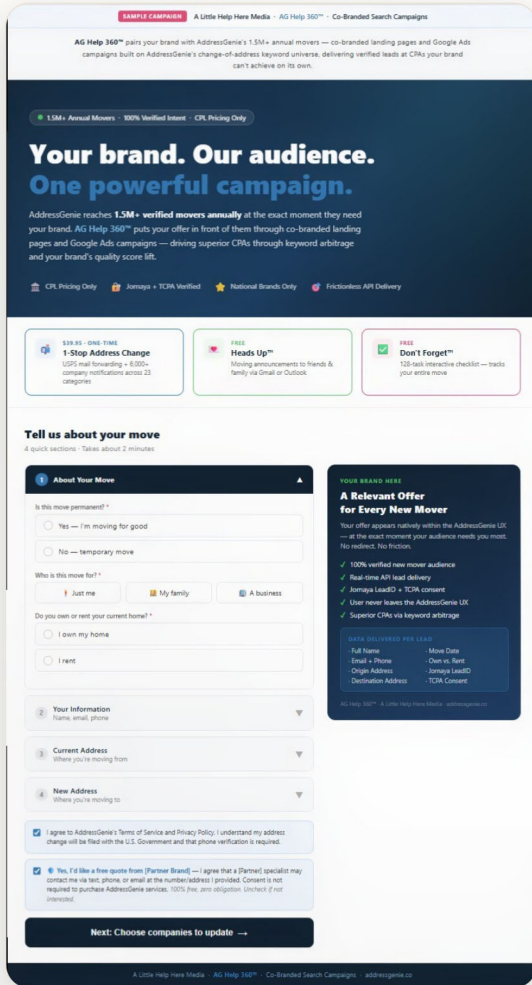
## IDEAL USE CASES

- National brands with name recognition
- Home warranty · security · insurance
- Internet/TV · utilities · moving & storage

Limited to 1-4 active campaigns. One ad, one audience, no exceptions — every offer must pass the Help Test.

- LIVE / PROVEN
- CPL ONLY
- DIRECT API
- NATIONAL BRANDS

# Own the search before your competitors bid on it.



Sample co-branded landing page · AG Help 360™

## WHAT IT IS / HOW IT WORKS

AG Help 360™ pairs your brand with AddressGenie's 1.5M+ annual movers through **co-branded Google Ads campaigns** that drive to **co-branded landing pages** — built on AddressGenie's change-of-address keyword footprint. We build and run the campaign; leads are captured and delivered via **direct API**. You pay per qualified lead. Proven today with ADT.

## TARGETING

Keyword intent + geo + AddressGenie mover-audience overlays.

### PRICING PARAMETERS

Model	CPL only
Integration	Direct API
Media spend	Run by AddressGenie
Rate	By vertical

## IDEAL USE CASES

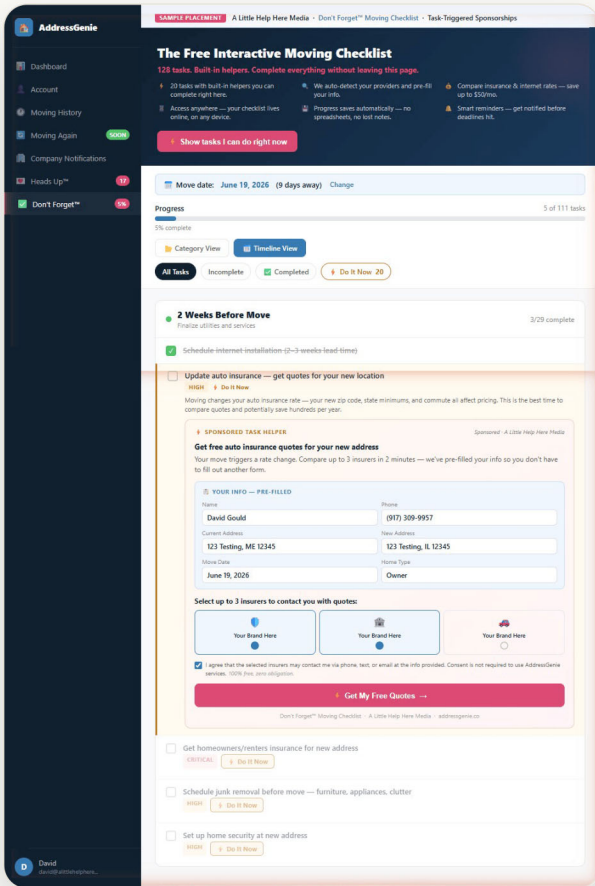
National brands in high-LTV paid-search verticals — security, warranty, insurance, internet/telecom, solar — wanting incremental, trust-wrapped lead volume without running the campaign.

MONETIZATION BUILDING

CPL · CPC · SPONSORED REMINDERS

PATENT PENDING

# The only property that reaches a mover for two years.



Sponsored task helper inside the live **Don't Forget™** checklist — pre-filled, multi-quote.

## WHAT IT IS

A free, **128-task interactive moving checklist** built into AddressGenie — live, personalized, progress-tracked. Not a static PDF. Every customer gets it, and they return from weeks before the move through **two years after**.

## WHY IT'S UNLIKE ANYTHING ELSE

- **Two-year engagement** across six phases — 4 & 2 weeks before, moving week, week 1, month 1, year 2+. Every other mover property reaches them once.
- **Patent-pending multi-quote distribution** — when a user wants competitive quotes, the system pings the partner network in real time; top CPL bidders receive the lead simultaneously.
- **Zero friction** — data's already in the AddressGenie UX, so helpers are pre-filled. No new form, far higher conversion than any external lead form.

### PRICING PARAMETERS

Lead distribution	CPL
Helper buttons	CPC / affiliate
Sponsored reminders	Priced separately
Model	All performance-based

# Three ways in — every one of them helpful.

## THE THREE AD UNITS

- **In-app task helper** — sponsored "Do It Now" placement inside the task, with the pre-filled, multi-quote form.
- **Email reminder** — sponsored, fired when the task becomes time-relevant to the user's move date.
- **SMS reminder** — same trigger, higher open rates.

## TASK-TRIGGERED INTENT

Opening a "Do It Now" helper is a real-time declaration of purchase intent — at the exact moment the task becomes relevant. The sponsor is the answer to the task, not an interruption. Entirely consistent with the Help Test.

## SPONSORABLE CATEGORIES

Auto insurance · home & renters insurance · internet & TV · utilities · home security · junk removal · moving truck · storage · lawn care · pest control · cleaning · DMV — *and more.*

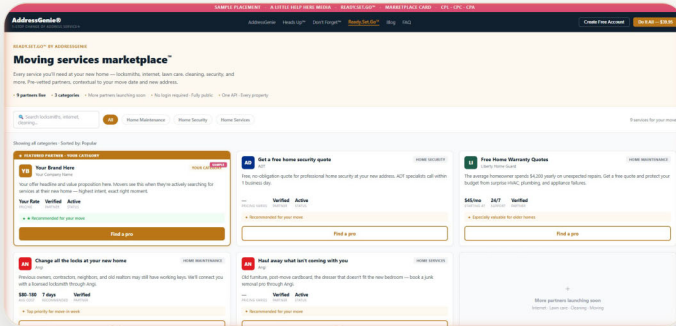
### THE NEW MOVER

A move is a total household reset — the highest-value moment in the consumer lifecycle. Don't Forget™ is the only property that monetizes the **entire** reset, not one moment of it.

LIVE FULLY PUBLIC — NO LOGIN CPL · CPC · CPA

# Your brand exactly where movers are shopping.

An open, pre-vetted services marketplace movers browse the moment they're actively looking — and one API connection puts you across the entire portfolio.



The live marketplace — a featured placement shown amid pre-vetted partner cards.

## WHAT IT IS

An open marketplace of pre-vetted services — home security, warranty, locksmith, junk removal, internet, lawn care, cleaning and more. Fully public, no account required. Movers arrive already knowing what they need: **active, high-intent shopping**, not passive browsing.

## THE PLACEMENT

A branded marketplace card — your offer, your CTA, your category. Featured partners get top placement and visual distinction: brand, offer headline, pricing signal, partner badge, and a direct **“Find a pro”** CTA.

## THE ONE-API STORY

Partners already integrated via **AG Modal**, **AG Help 360™** or **Don't Forget™** appear here automatically. **One API connection = distribution across the entire portfolio** — no separate integration.

## PORTFOLIO CONTEXT

A mover who finds you here may also be an AG Modal lead, a Don't Forget™ completer or a Heads Up™ sender. One integration, full-funnel presence.

## AUDIENCE

Part of AddressGenie's **~250K-mover-a-year** audience, reached at the highest-intent moment — moved or actively preparing, and looking for exactly what you sell.

PRICING PARAMETERS	
Model	CPL · CPC · CPA
Placement	Category card · Featured
Integration	One API — full portfolio
Rate	By category — contact us



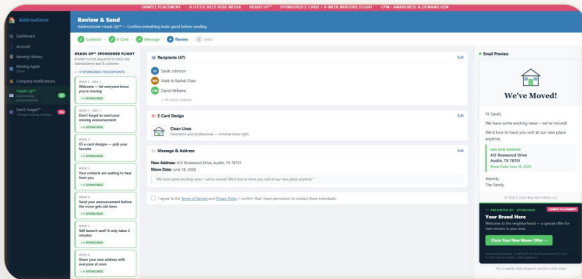
PRODUCT LIVE

CPM

ONE SPONSOR PER SEND

# Your brand in every announcement — and the 8 weeks before it.

One sponsored flight reaches the mover repeatedly, then delivers your brand to their entire personal network — opened like mail from a friend.



A Heads Up™ announcement — one exclusive sponsored placement per card.

## WHAT IT IS

A free moving-announcement e-card tool — 65 designs, personalized, sent to a mover's whole contact list in one click. Every card carries **one exclusive sponsored placement**: your brand, delivered as personal mail from someone the recipient trusts.

## THE 8-WEEK SPONSORED FLIGHT

Every new lead enters an **8-email nurture sequence** across the pre-move window, each prompting them to send their announcement — and each a sponsorable touch. By send day your brand has had **8 prior impressions**, then reaches the mover's whole network. **One sponsor. Eight weeks. Nine touches.**

## WHY IT STANDS APART

- **94% open rate** — not a cold email, a friend's announcement (industry avg 20–25%).
- **Two audiences, one flight** — the mover (nurture) and their network (the e-card). Bundle or buy individually.
- **Exclusive** — one sponsor per send. Never a rotation or shared slot.
- **Broadest reach in the portfolio** — no demographic or vertical limit.

## SCALE & WHO YOU REACH

Up to **~250K new movers a year** enter the flight — about **2M sponsorable nurture impressions** — and every sender then reaches **50–200 contacts**, a potential network in the tens of millions. National retailers, home goods, financial, telecom, insurance, restaurants, streaming — anyone reaching people at a moment of life change.

## PRICING PARAMETERS

Model **CPM**

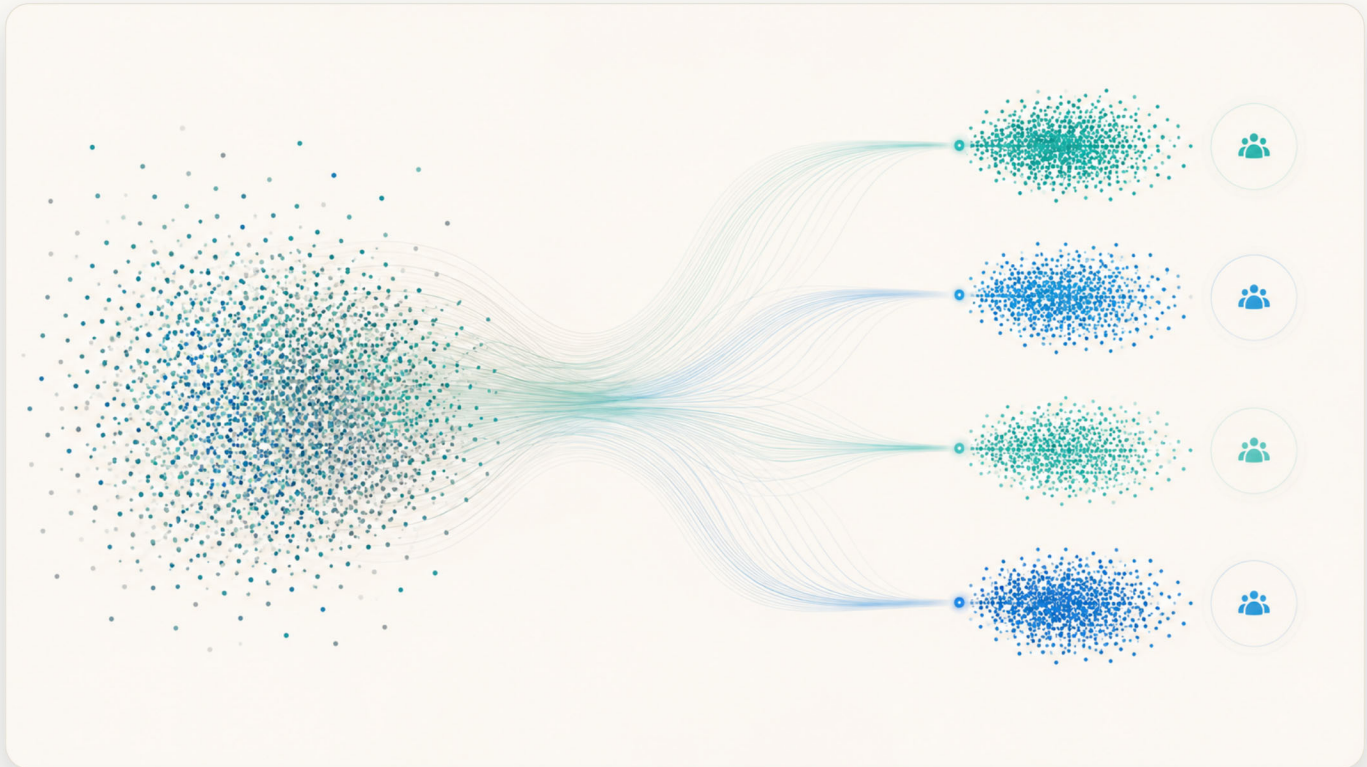
Audiences **Mover · network · bundle**

Nurture treatment **Custom — contact us**



LIVE CPA / CPL + SETUP

# 1.2 million movers. Sliced your way.



## WHAT IT IS / HOW IT WORKS

Segmented email sends from our **1.2M+ database**, plus **bespoke nurture sequences** built for considered purchases. Managed end-to-end by AddressGenie via Zoho Marketing Automation.

## TARGETING

Full segmentation: geo, move recency, move type, owner/renter, engagement behavior — sliced to your spec.

## PRICING PARAMETERS

Model	CPA or CPL
Setup	Fees apply
Integration	AG-managed
Rate	By program

## IDEAL USE CASES

Segmented offers for retail & home brands — home improvement, furnishings & décor, appliances, landscaping — plus multi-touch nurture for higher-consideration verticals like insurance, warranty, financial and solar.

**NO FEE**    **RECIPROCAL**

# Trade trust. List us, we list you.



A clean co-brand lockup — your logo alongside AddressGenie, supplied by both parties.

## WHAT IT IS / HOW IT WORKS

Your brand is featured on the AddressGenie partner page **in exchange for** a reciprocal listing of AddressGenie on yours. Mutual credibility, mutual backlink equity.

## ASSETS NEEDED

- Logo
- Link
- Short blurb

### PRICING PARAMETERS

Model	<b>No fee</b>
Exchange	<b>Reciprocal listing</b>

## IDEAL USE CASES

Partners building co-marketing relationships and SEO / backlink equity.

FEE-BASED

## Announce it together.

### JOINT PRESS RELEASES

A co-issued press release amplifying a partnership, integration, or milestone across both brands' channels.

Model	Fee
Best for	Launches & milestones

## Content that ranks & converts.

### BLOG / SPONSORED CONTENT

Mover-relevant editorial on the AddressGenie blog — help-framed, SEO-built, with natural placement of your service.

Model	Fee
Best for	SEO & education-led verticals



LET'S TALK

# Let's build a help-based campaign.

Every partnership starts with one question: *how does this make a move easier?* Bring us an offer that helps movers, and we'll put it in front of the most valuable audience in marketing — at the moment they need it.

**A Little Help Here Media, LLC**

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All placements subject to the Help Test. We partner with brands that help our customers move easier, not harder.

A LITTLE HELP HERE MEDIA

CONTACT