



U.S. Department of Transportation
Federal Motor Carrier Safety Administration

protect
your memories.
money.
move.



Protect Your Memories. Your Money. Your Move.

A Consumer Education Campaign to
Reduce Moving Fraud

February 20, 2013

Moving Fraud: A Growing Trend

- ***More than 40 million*** Americans move each year – the moving industry is a **10 billion dollar** business
- The number of complaints against interstate movers is rising – FMCSA received more than **3,000** complaints against movers in **2012**
- Many of those complaints are lodged against ***“rogue” movers***

2012 Campaign Tactics

May 23rd through August 31st 2012

- **Online Marketing**
 - Search Engine Marketing (SEM)
 - Search Remarketing
 - Channel Marketing
 - Facebook Marketing

Campaign Summary

Tactic	Impressions	Clicks	CTR
Search Engine Marketing	2,461,321	5,694	0.23%
Search Remarketing	4,030,497	5,719	0.14%
Channel Targeting	4,543,660	21,449	0.47%
Campaign Total:	11,035,478	32,862	0.30%

Because Facebook is significantly different (both how consumers use the website and in the types of advertising options available) from the first three tactics, we have split out the report for Facebook in order to gain a better understanding of the results.

Tactic	Impressions	Clicks	CTR
Facebook	52,527,627	11,424	0.02%

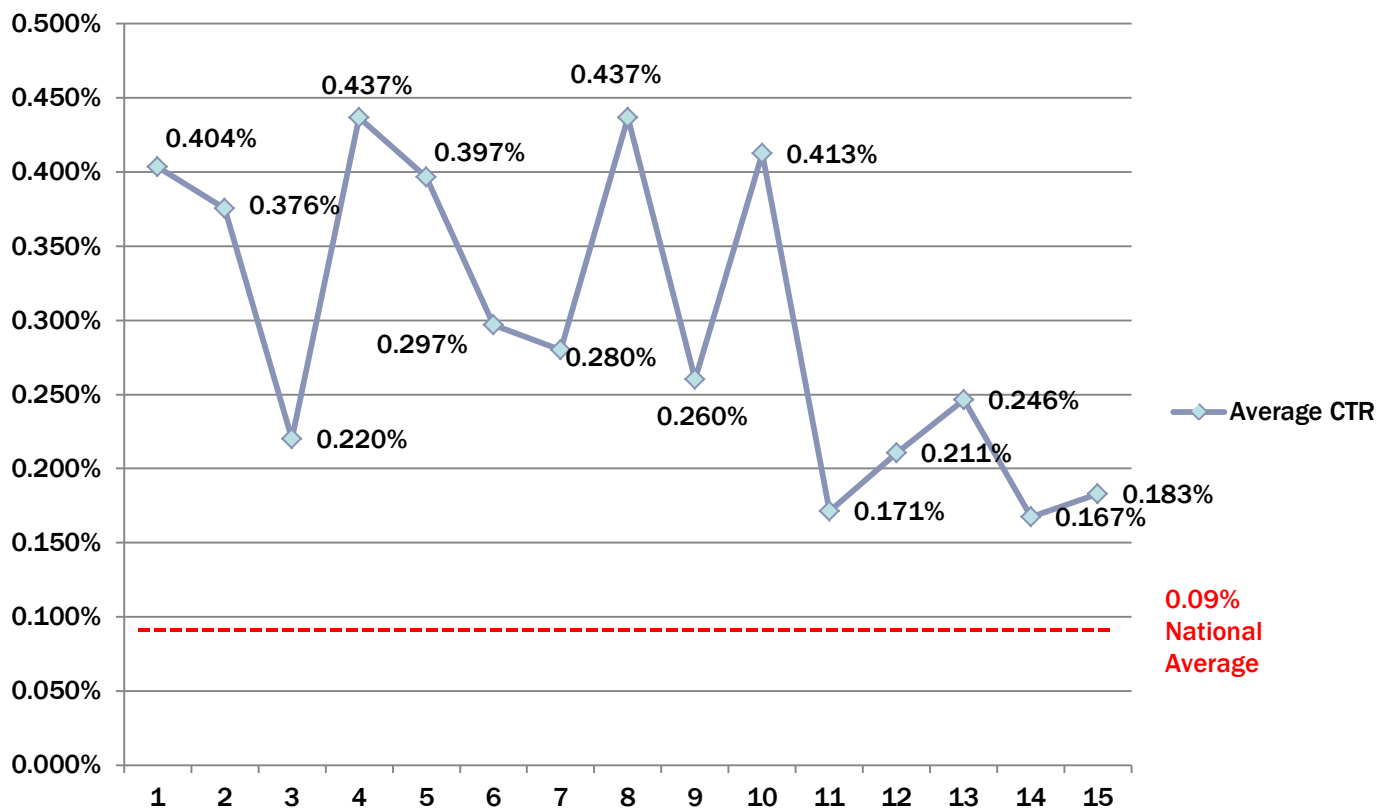
Campaign Goals

Tactic	Goal	Goal Rate	Actual	Actual Rate	% Of Goal Achieved
Search Engine Marketing	5,137 Clicks	\$5.50	5,694 Clicks	\$4.96	110.8%
Facebook	8,615 Clicks	\$3.00	11,424 Clicks	\$2.26	132.6%
Search Remarketing	3,230,770 Impressions	\$6.50	4,030,497 Impressions	\$5.21	124.8%
Channel Targeting	4,708,333 Impressions	\$6.00	4,543,660 Impressions	\$6.22	96.5%

Three of the four tactics over-delivered on the estimated goals for this online advertising campaign; the Channel Targeted bids were slightly higher than anticipated (actual was \$6.22 cost per thousand (CPM) impressions instead of the \$6.00 estimated). SEM was estimated at \$5.50 cost per click (CPC) and came in at \$4.96; Facebook's estimated CPC was \$3.00 and the actual was \$2.26; Search Remarketing was estimated at \$6.50 CPM and actual was \$5.21.

2012 Campaign

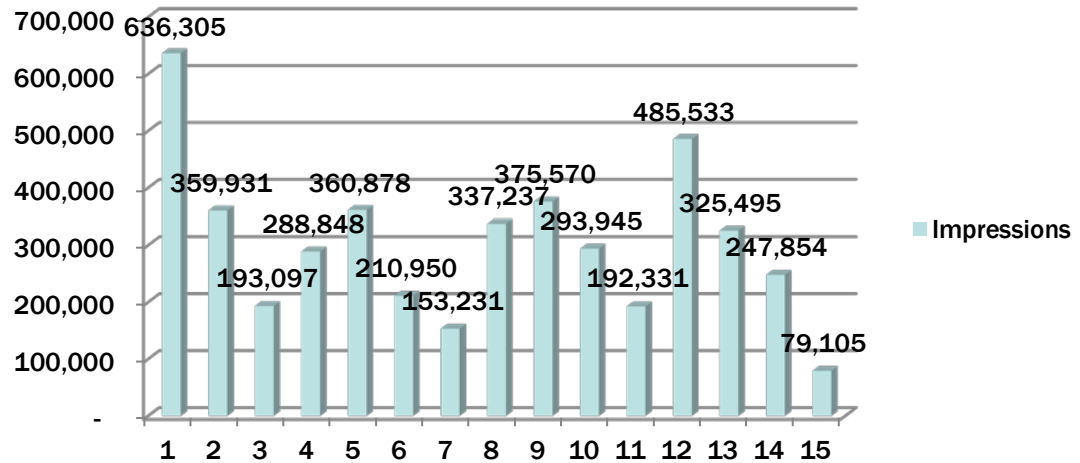
Average Click-through Rates - Weeks 1-15
(Channel Targeting, Search, & Search Remarketing)



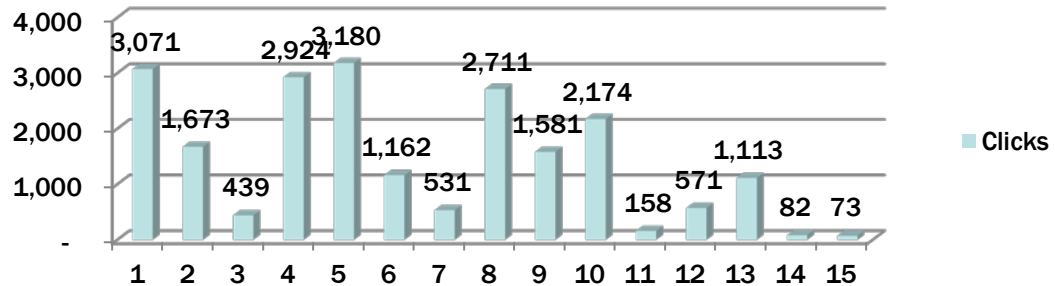
Google's report, seen as the industry standard, pegged 2010 U.S. click-through rates (CTR) at **0.09%** compared to 0.1% in 2009. That means about one person in 1,000 actually clicks on banner ads, despite attempts to make them more inviting. Source: <http://mashable.com/2011/08/19/google-click-through-rates-fell-in-2010-study/>

Channel Targeting

Channel Targeting Impressions Weeks 1-15



Channel Targeting Clicks Weeks 1-15

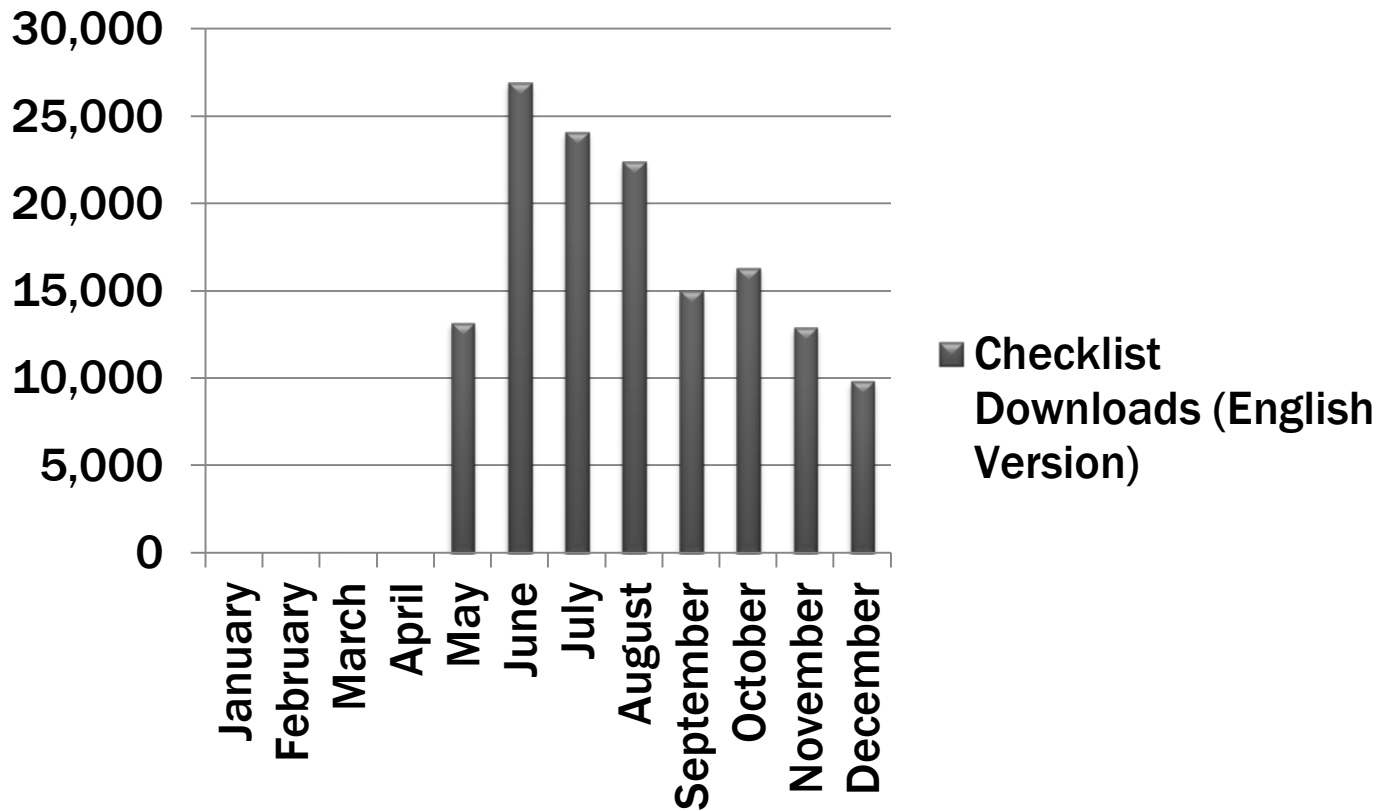


What does this mean?



So what does that mean?

Checklist Downloads (English Version)



Spot the “Red Flags”



Spotting a Rogue Mover



“Red Flags” to watch out for:

- Refusing or avoiding on-site estimate
- Demanding cash or large deposit before the move
- Failing to provide “Your Rights and Responsibilities When You Move” booklet
- No local address and no information about registration or insurance
- Claiming all goods are covered by their insurance
- Answering the telephone with a generic “movers” or “moving company”
- Offices and warehouse in poor condition or nonexistent
- Rental truck arrives on moving day

Call to action!

Go to www.protectyourmove.gov . There consumers can:

- Download a copy of “Your Rights and Responsibilities When You Move”
- Check on movers’ registration and complaint histories
- Find moving tips, frequently asked questions, and moving checklists
- Report a rogue mover to FMCSA’s Consumer Complaint Database
- Get information on Household Goods Partners in your area

Target Markets

(cities with the highest number of complaints to FMCSA)

- New York City, NY
- Los Angeles, CA
- Chicago, IL
- Houston, TX
- Las Vegas, NV
- Atlanta, GA
- Seattle, WA
- Orlando, FL
- San Antonio, TX
- San Diego, CA

2013 Campaign

- **Online Paid Advertising**
 - Search Engine Marketing (SEM)
 - Search Remarketing
 - Facebook
 - Channel Targeting
- **Public Service Announcement**

Display Ads



ARE YOU
MOVING?

Don't get
SCAMMED
by BAD movers

**PROTECT
YOURMOVE
.GOV**

GET A FREE CHECKLIST



Moving soon? Don't get **SCAMMED!**
Look out for the **RED FLAGS**

**PROTECT
YOURMOVE
.GOV**

LEARN MORE



SCAMMED BY BAD MOVERS?

**PROTECT
YOURMOVE
.GOV**

Know Your **RIGHTS!**

REPORT MOVING FRAUD

Samples: subject to change

Facebook Ad

Planning a Move?

www.protectyourmove.gov



Learn the secrets of a successful move. Get a free moving fraud prevention checklist.

Sample: subject to change

Text Ads

ADS - PRE

Looking for a Moving Company?

Learn to spot the red flags
and avoid moving scams

www.protectyourmove.gov

<https://www.protectyourmove.gov/>

Need Help Moving?

Protect your move and
avoid moving scams

www.protectyourmove.gov

<https://www.protectyourmove.gov/>

ADS - POST

Report Moving Fraud

File a complaint with the
US Dept of Transportation

www.protectyourmove.gov

<https://www.protectyourmove.gov/>

File a Complaint!

Report moving fraud with the
US Dept of Transportation

www.protectyourmove.gov

<https://www.protectyourmove.gov/>

Samples: subject to change

Campaign Timeline

Tactic	MAR	APR	MAY	JUN	JUL	AUG
Search Engine Marketing	15 March to 5 August					
Facebook	15 March to 5 August					
Search Remarketing	15 March to 5 August					
Click-to-print Ads	15 March to 5 August					
Channel Targeting	15 March to 5 August					
:30 PSA		1 April to 5 August				

What can you do to help?

- Link to protectyourmove.gov from your Web site.
- Post the new video to your site or YouTube channel.



U.S. Department of Transportation
Federal Motor Carrier Safety Administration

protect
your memories.
money.
move.



Thank you!

For more information please contact:

Tony Schafer – tony.schafer@dot.gov

Nichole Causey – nichole.causey@dot.gov