

New!

# Target Movers Looking for Home Services

Meet the brand new mover segments from Audience Town!  
Audience Town is the only source for targeted audience segments of new home buyers and renters before, during, and after a move.



## Millions Move Every Year

With detailed data on 120M US households, from demographics, lifestyle, to finances, Audience Town helps you target current, predicted, and recent movers. We are the only company 100% focused on the mover journey! Our data covers home buyers and renters. Why does this matter?



## Moving House Drives Demand for Home Services

Moving is the single biggest trigger for home improvement projects. New homeowners are actively upgrading, repairing, and customizing their space. Audience Town helps you reach them first.



## Movers Can Be Hard to Reach

It's traditionally been hard to reach movers at the peak moment of their journey. Audience Town, makes it easy. You can reach movers before, during, and after the move, ensuring that you're top of mind during the holiday spending spree.



## Activate Easily Accessible Mover Segments

We offer targeted mover segments, available by moving stage, property & household size, demographics, income, tax bracket, and so much more. The best part? They're already available on DSPs and SSPs with Audience Town!

## 3 Key Benefits You'll Experience

### BOOST ENGAGEMENT

With our audience segments, you can increase engagement by targeting movers at the peak moment of interest and intent.

### INCREASE YOUR ROI

With targeted audiences of current, potential, and recent movers, you're reaching a highly valuable audience. This helps you improve performance and boost ROI.

### REACH HOME MOVERS FIRST

Gain access to home movers at the peak moment of interest - before, during, and after the move.

Sample Segments	# of People
Audience Town > Post-Move > <b>DIY New Homeowner</b>	<b>12,705,545</b>
Audience Town > NEW > Pre-Move > <b>First Time Homebuyer</b>	<b>8,002,750</b>
Audience Town > Post-Move > <b>Recent Mover (Past 90 Days)</b>	<b>5,510,631</b>
Audience Town > Post-Move > <b>Homeowners In-Market for HELOC</b>	<b>57,547,636</b>

Learn more at [AudienceTown.com/brands](https://audience-town.com/brands)