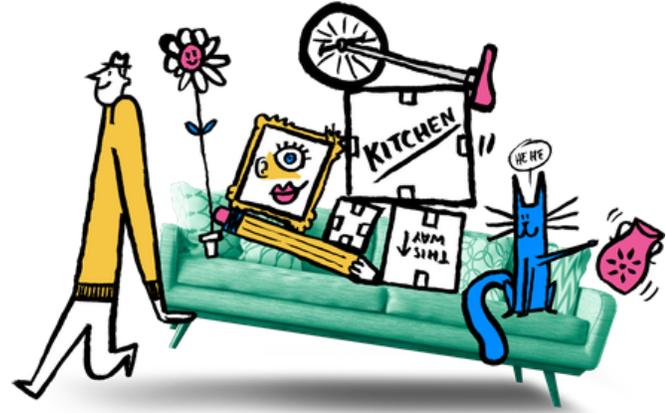


New!

Target Movers Shopping for a Car or Car Insurance

Meet the brand new auto 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?



Movers are 90% More Likely to Buy a Car

A move often means a new commute, more space (hello, garage!), or a second vehicle. These life changes drive automotive decisions - and what they need from their car or policy.



Reach Automotive Shoppers at the Right Time

Movers spend big on auto, but it's been hard to reach them at the right time. Not anymore! With Audience Town, target movers, before and after they settle into their new homes. Focus on movers likely to buy, lease, or even switch auto insurance providers.



Activate Easily Accessible Mover Segments

We offer target mover segments, available by moving stage, property & household size, demographics, income, tax bracket, and so much more. The best part? They're already available 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 AUTO SHOPPERS FIRST

Gain access to movers who shop for a car before, during, and after the big move!

Sample Segments	# of People
Audience Town > NEW > Audience Town > NEW > Pre-Move > 1 Vehicle	5,915,638
Audience Town > NEW > Audience Town > NEW > Pre-Move > 2 Vehicles	4,724,146
Audience Town > Transportation > Commute > People that commute to an office or work site and drive alone	72,083,510
Audience Town > Post-Move > New movers that have moved to another US state	8,210,005

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