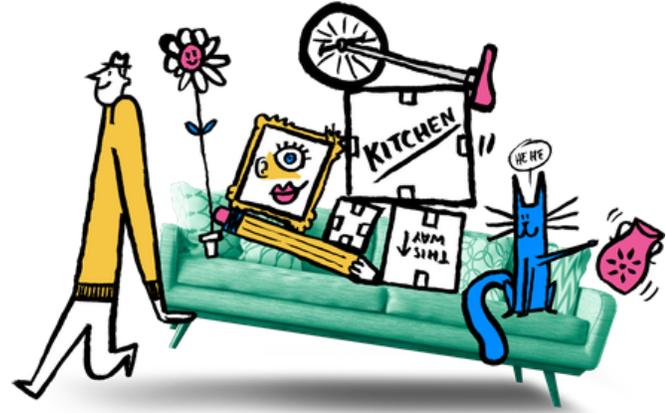


New!

# Understand Movers Who Shop at Big Box Retail

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?



## Home Movers Spend Big

Movers spend tens of thousands before, during, and after a move on all kinds of purchases, from groceries to insurance. Big Box Retail shoppers have unique buying patterns and are likely to spend big when they move.



## Reach Big Box Retail Shoppers at the Right Time

Big Box Retail shoppers may need to change habits when they move, but historically, it's been hard to reach them at the right time. Not anymore! With Audience Town, you can target movers - before and after they settle into their new homes.



## 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 BIG BOX SHOPPERS FIRST

Gain access to movers who shop at big box retail stores before and after they move!

Sample Segments	# of People
Audience Town > Pre-Move > Homebuyer Intender > Retail Shopping > Big Box > Online Shopping > <b>Frequently Shops at Amazon</b>	<b>60,274,202</b>
Audience Town > Pre-Move > Homebuyer Intender > Retail Shopping > Big Box > In Store Shopping > <b>Shops at Sam's Club</b>	<b>56,053,048</b>
Audience Town > Pre-Move > Homebuyer Intender > Retail Shopping > Big Box > In Store Shopping > <b>Shops at Walmart</b>	<b>52,035,761</b>
Audience Town > Post-Move > Recent Mover > Retail Shopping > Big Box > In Store Shopping > <b>Shops at Costco</b>	<b>11,195,729</b>

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