

New!

Target Movers Shopping for Home Electronics

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?



A New Home is a Tech Opportunity

Home buyers and renters often upgrade home networks, entertainment systems, security, and more, making this a high-intent moment for electronics brands.



Reach the Right Shopper with the Right Offer

With Audience Town, you can target movers based on budget and intent, before and after they settle into their new homes. We help brands from high-end entertainment solutions to utility providers reach movers at the right moment.



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 CONSUMER ELECTRONICS SHOPPERS FIRST

Gain access to movers who invest in new tech and utilities before, during, and after the big move!

Sample Segments	# of People
Audience Town > NEW > Pre-Move > First Time Homebuyer	8,002,750
Audience Town > NEW > Post-Move > Smart Home Enthusiast	33,514,895
Audience Town > NEW > Post-Move > Broadband Titans	14,887,182
Audience Town > Post-Move > Large Family Large Needs	6,309,852

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