

New!

# Target Movers Interested in DIY & Home Improvement

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?



## Activate DIY Enthusiasts

DIY enthusiasts prioritize their projects when relocating! Many seek nearby hardware stores, home improvement centers, salvage yards, and maker spaces to ensure they have the tools and materials needed to bring their creative visions to life in their new community.



## DIY Movers Can Be Hard to Reach

DIY enthusiasts on the move are actively searching for home improvement resources. With Audience Town, you can reach DIYers before they settle in, ensuring they discover your hardware store, workshop, or renovation services first.



## 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 DIY SHOPPERS FIRST

Gain access to movers who are interested in DIY before the big move - and retain them after.

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 > Pre-Move > Homebuyer Intender > Retail Shopping > Big Box > In Store Shopping > <b>Shops at Costco</b>	<b>57,547,636</b>

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