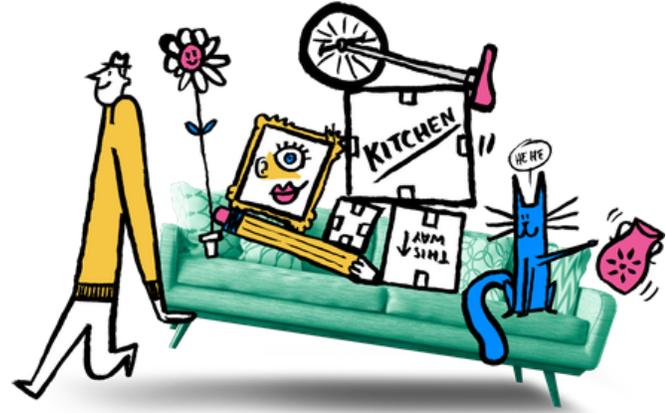


New!

Target Movers Shopping for Groceries, Supplies & More

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 Resets Habits

Relocation triggers big changes in consumer behavior and product needs, from last-minute frozen pizza to all new cleaning supplies. And for these purchases, timing and location matter more than ever.



Reach Grocery & CPG Shoppers at the Right Time

Movers are busy cleaning up, restocking their pantry, and adjusting to new neighborhoods, lifestyles, and routines. We help brands reach shoppers while habits are in flux and before competitors, so you can capture new customers and retain with brand loyalty.



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 GROCERY & CPG SHOPPERS FIRST

Gain access to movers who shop for groceries, cleaning supplies, and more - before and after they move!

Sample Segments	# of People
Audience Town > Pre-Move > First Time Homebuyer	8,002,750
Audience Town > Post-Move > Large Family Large Needs	6,309,852
Audience Town > Pre-Move > Homebuyer Intender (90 Days)	6,103,165
Audience Town > Post-Move > Recent Mover > Retail Shopping > Big Box > In Store Shopping > Shops at Costco	11,195,729
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)