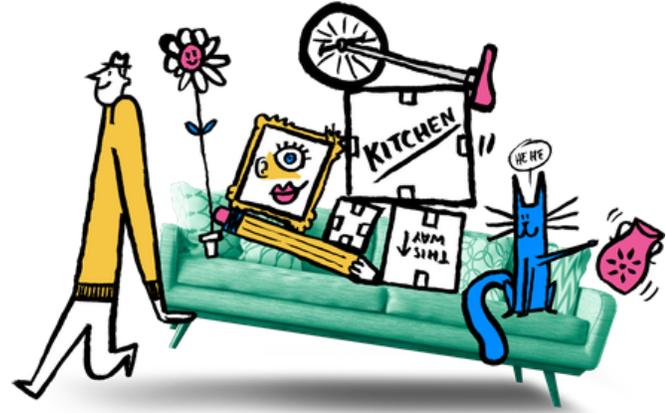


New!

Target Movers Shopping for Furniture, Decor & 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?



Movers Spend Thousands on Home Furnishings & Decor

Furniture is one of the top categories movers spend on; the average new homeowner will spend \$10K+ on furniture during a move. Time is of the essence; due to supply chain issues, many purchases happen before the move.



Reach Home Shoppers at the Right Time

Movers spend big, 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. That's a golden window of opportunity.



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 FURNITURE & DECOR SHOPPERS FIRST

Gain access to movers who shop for furniture, decor, and more before, during, and after the big move!

Sample Segments	# of People
Audience Town > Homeowner > Home Remodeling & Construction > Homeowners that recently applied for a permit for a kitchen/bathroom remodel	12,601,938
Audience Town > Pre-Move > First Time Homebuyer	8,002,750
Audience Town > Post-Move > New movers that have moved to another US state	8,210,005
Audience Town > NEW > Post-Move > Homeowners In-Market for HELOC	6,971,954

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