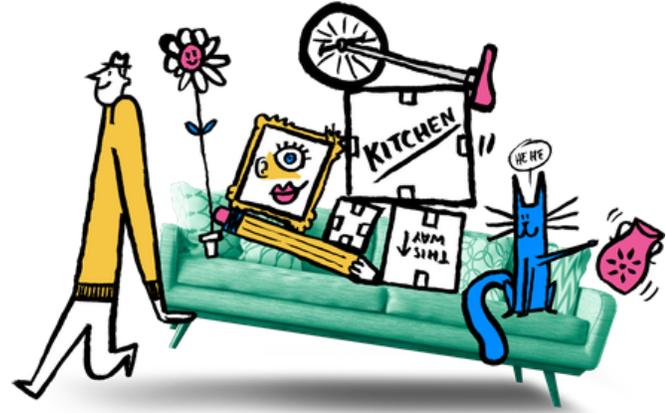


New!

Target Movers Shopping for Home Insurance

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 Means New Policies

Home insurance is a must-have before closing, and many movers are comparison shopping or exploring bundle savings with new and existing insurance providers long before then.



Reach Insurance Shoppers at the Right Time

With Audience Town, you can target movers, before and after they settle into their new homes. Whether they're shopping for bundled auto/home or evaluating rental coverage, our data shows who's moving - and what they need.



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 INSURANCE SHOPPERS FIRST

Gain access to movers who are in the market for a new policy (or policies!) before the moving truck arrives.

Sample Segments	# of People
Audience Town > Pre-Move > First Time Homebuyer	8,002,750
Audience Town > Post-Move > One Year Anniversary of Move	3,190,426
Audience Town > Pre-Move > Homebuyer Intender (90 Days)	6,103,165
Audience Town > Pre-Move > Owner > Home Value \$1M to \$5M	3,632,371
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)