

New!

# Target Movers Shopping for a Mortgage

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?



## Home Movers Shop for Mortgages

Buying a home is one of the biggest financial decisions someone can make, and 60% of movers will need a mortgage. Those movers are already showing digital intent well before they apply.



## Reach Mortgage Shoppers at the Right Time

Your potential mortgage customers are out there, but historically, it's been hard to reach them at the right time. Not anymore! With Audience Town, you can target movers before they apply to a competitor and while they're actively shopping for their new home.



## 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 MORTGAGE SHOPPERS FIRST

Gain access to movers who shop for mortgages before the big move!

Sample Segments	# of People
Audience Town > Pre-Move > <b>Mortgage Intender</b>	<b>28,612,161</b>
Audience Town > Financial > Mortgage > <b>Homeowners with an upcoming mortgage rate adjustment</b>	<b>669,947</b>
Audience Town > Pre-Move > <b>First Time Homebuyer</b>	<b>8,002,750</b>
Audience Town > Post-Move > <b>Homeowners In-Market for HELOC</b>	<b>6,971,954</b>

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