

New!

# Target Movers & Renters Who Have Pets

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?



## Target Movers with Pets

Pet owners prioritize their furry friends' well-being when relocating. Beyond home features, many seek nearby parks, pet-friendly cafes, trusted veterinarians, groomers, and pet supply stores to ensure a smooth transition for their pets in their new community.



## Reach Financially Motivated Movers at the Right Time

Tax-conscious movers may not openly disclose their financial motivations, making them difficult to identify. Not anymore! With Audience Town, you can target movers based on tax-driven relocation trends, before they settle into their new homes.



## 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 THESE SHOPPERS FIRST

Gain access to movers who are interested in pets and pet care before, during, and after the big move.

Sample Segments	Size
Audience Town > Pre-Move > Pet Owners > <b>Owns any number of pets</b>	<b>5,710,236</b>
Audience Town > Homeowner > Pet Owners > <b>Owns any number of pets</b>	<b>113,716,477</b>
Audience Town > Pre-Move > Pet Owners > <b>Dog</b>	<b>6,193,492</b>
Audience Town > Homeowner > Pet Owners > <b>Dog</b>	<b>66,792,288</b>
Audience Town > Pre-Move > Pet Owners > <b>Cat</b>	<b>2,222,516</b>
Audience Town > Homeowner > Pet Owners > <b>Cat</b>	<b>33,602,126</b>

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