

New!

Target Movers Interested in Personal Finance & Taxes

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 Interested in Taxes & Personal Finance

Taxes and personal finance play a crucial role in relocation decisions! Many movers seek states with no income tax, lower property taxes, or tax incentives for homeowners.



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 taxes and personal finance before, during, and after the big move.

Sample Segments	# of People
Audience Town > Pre-Move > Personal Finance > Tax Software User	7,419,927
Audience Town > Homeowner > Personal Finance > Tax Software User	136,190,492
Audience Town > Homeowner > Personal Finance > Tax Software Shopper	90,255,788
Audience Town > Pre-Move > Personal Finance > Tax Software Shopper	4,504,922

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