

New!

# Target Movers Shopping for Utilities

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 Act in the First 10 Days

Roughly 80% of movers set up utility services before or within 10 days of relocating. It's one of the first things they do after signing a lease or closing on a home. This window is short, but critical.



## Reach Utility Shoppers at the Right Time

With Audience Town, you can target movers before and after they settle into their new homes. Whether they're setting up electricity, internet, water, or bundled services, our segments show who's moving, so you can reach them when they're ready to act.



## 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 UTILITY SHOPPERS FIRST

Gain access to movers in-market for utilities before and after they move!

Sample Segments	# of People
Audience Town > Pre-Move > <b>First Time Homebuyer</b>	8,002,750
Audience Town > Post-Move > <b>Large Family Large Needs</b>	6,309,852
Audience Town > Pre-Move > <b>Homebuyer Intender (90 Days)</b>	6,103,165
Audience Town > Post-Move > <b>New movers that have moved to another US state</b>	8,210,005

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