

Customer Success Manager, New Construction

About the Role

The homebuilders winning today are the ones turning their marketing data into a competitive advantage. Audience Town makes that possible. Our platform shows builders exactly who is visiting their website, where they came from, how their demographic and lifestyle attributes compare to actual ICPs, and how to drive more qualified traffic. As a Customer Success Manager, you are the person who makes that insight actionable.

You will own the customer experience across a portfolio of builder accounts, serving as their trusted point of contact from day one. That means onboarding them onto the platform, structuring their goals, managing expectations, triagings and solving support tickets, driving platform adoption, and helping clients integrate our products into their day-to-day workflows. This is a relationship-driven, execution-focused role.

This is a junior-to-mid-level, client-facing, individual-contributor role responsible for delivering a consistent and high-quality customer experience for homebuilders.

Who You Are

- Have an analytical mindset with hands-on experience working with marketing analytics (Google Analytics for example).
- Are customer-obsessed with a desire to build strong relationships while staying organized and detail-oriented.
- Are comfortable working in a startup environment where collaboration across teams is a regular part of the job.
- Care about delivering real, measurable value to the clients you support.
- Are equally comfortable following a process and rolling up your sleeves to get things done.
- Bring a proactive, helpful, and solutions-oriented mindset to every client interaction.
- Have a passion for real estate, homebuilding, or new construction space and understand how builder marketing works.

What You'll Do

Client Onboarding and Success

- Own the end-to-end post-sale experience for new builder accounts, getting them set up, trained, and confident on the platform.
- Serve as the day-to-day primary point of contact for your client portfolio.

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- Monitor engagement dashboards to ensure that customers are actively using our tools and finding value.
- Lead structured check-ins, QBRs, and office hours, keeping customers informed, engaged, and on track.
- Monitor client health and proactively address risks to satisfaction or renewal before they become issues.
- Follow established playbooks while bringing your own judgment to each client relationship.

Cross-Functional Collaboration

- Partner with Sales and Product to ensure a seamless client experience from contract through renewal.
- Troubleshoot and resolve client issues, including campaign performance, reporting, and billing, in a timely and thorough manner.
- Listen and respond to client needs, goals, and concerns, and communicate relevant feedback internally to the appropriate teams.
- Support beta programs by guiding clients through new features and gathering their input.

What We're Looking For

The right person for this role brings two things: a genuine foundation in marketing analytics and a proven track record of owning client relationships post-sale. If that is you, you will have an immediate impact here.

1. You know your way around analytics. You have recent hands-on experience with Google Analytics (GA4) or a comparable platform, using it regularly to interpret traffic data, channel performance, and audience insights. At Audience Town, that fluency translates directly into better client conversations and stronger outcomes for your accounts.

2. You have owned the post-sale relationship. You have 3+ years of experience in Customer Success, Client Services, or Account Management, managing clients after the contract is signed through onboarding, adoption, retention, and renewal. You have served as the day-to-day primary contact for a book of accounts, and this experience is current, within the last 2 years.

If you come from a sales background (BDR, SDR, AE), we would encourage you to check out our [Director of Sales, New Construction](#) opening.

Beyond these two requirements, you are someone who:

- Thrives in a startup environment where collaboration and adaptability are daily requirements.
- Is equally comfortable following a process and figuring things out on the fly.



- Brings a proactive, solutions-first attitude to every client interaction.
- Has a structured, organized approach to managing multiple client accounts simultaneously, so items rarely fall through the cracks.

What Will Set You Apart

The following are not requirements, but they are the kinds of things that help our CSMs make an even bigger impact from day. If you bring any of the following, we want to hear about it.

- Some professional exposure to real estate, homebuilding, or new construction. Our clients are builders, and familiarity with their world helps you add value quickly.
- Experience with tools like HubSpot, Lasso, Asana, and Looker.
- Works with AI tools, like Claude, to streamline efficiency.

What We Offer

- Competitive base salary starting at \$85K/year based on experience
- Equity participation
- Fully remote
- Health, dental, and vision benefits
- A chance to help build the Customer Success function at a company redefining how builders use data to market their homes

About Audience Town

Audience Town is the only AI marketing platform that makes it easy to reach home movers with powerful technology.

There are four products: Analytics, AI Toolkit, Audience Data, and Advertising.

At the core of our platform is the Whengine®, the only home mover intelligence engine. Whengine® is built on the #1 superset of consumer and property data covering 280M US adults and 120M households to identify who is moving where, why and when.

80+ new construction builders, 20 advertising platforms, and 3,000 consumer brands all rely on Audience Town.

Audience Town is the new infrastructure for home mover marketing.