



PRE-MOVER & NEW MOVER DATA

by Specialists Marketing Services, Inc.

750K+ AVERAGE WEEKLY PRE-MOVERS

350K+ AVERAGE WEEKLY PENDING MOVERS

SAMPLE SELECTIONS: dwelling type, age, gender, asking price of home and where available – list price, list date, # of beds, # of baths, square footage and more

SOURCE TYPES: Response generated survey data & real estate listings

200,000–400,000 WEEKLY NEW MOVERS

SAMPLE SELECTIONS: move week, dwelling type, homeowners, home value, income, net worth, age, radius geo targeting and more

PRIMARILY SOURCED FROM: 1st party publisher’s and customer change of address, deed and new utility connections

MOVER FACTS:

- 15.4 million households move each year (U.S. Census Data)
- Annual market spend of \$170 billion
- Average Income is \$88,000
- Spend more in the first 3-6 months on their new home than they will in the next 3 years
- Response and conversion rates are 5x higher
- 5x more likely to become long-term customers
- 84% plan a major home improvement
- 57% purchase furniture
- 70% need a new family dentist
- Cable TV is the #1 service needed

We also offer a consumer database of additional demographics, home profiles, lifestyles and other specialty segments.

USE CASES:

Multi-channel marketing including direct mail, social and display, with match back capabilities to help measure attribution, CRM analytics, data enrichment, and home market trends analysis.

AVAILABLE ON THESE PLATFORMS AND MORE:

/LiveRamp

Adobe

salesforce DMP

verizon media

Google Display & Video 360

snowflake

TransUnion