

Pre-Mover Audience

Reach home buyers up to 45 – 90 days before they move – when they're ready to spend

Using TransUnion's highly indicative source data combined with proprietary aggregation methods for compliance, TransUnion can create a Pre-Mover Audience so that you can reach homebuyers when they are inclined to drop some serious cash.

Homeowners, as opposed to renters, tend to have higher disposable incomes and credit access – and that drives big retail spending surrounding a move.

Unfortunately, advertisers can't capitalize on these facts because standard postal change of address programs don't distinguish between renters and buyers. Adding to the problem, that data, as well as compiled mover data from property and utility records, is predominantly at or post-move – outside the major spending window.

With TransUnion Pre-Mover Audience, you gain access to a rolling, 90-day average audience of 10 million anonymized people who are still in the pre-move spending window.

Thirty-five million Americans move each year¹ - and the people who buy their next home represent a big money-making opportunity for advertisers. Surrounding a move, homeowners typically will significantly increase their retail spending, with the average household spending nearly \$9,000². The challenge for advertisers is reaching them during a tight window of opportunity: 70 – 90%³ of spending decisions are made before movers leave their current residence.

FEATURES

Refined audience targeting. Leveraging proprietary audience aggregation methods, advertisers can segment homeowners from renters — and target more precisely, all while remaining compliant

Timely, relevant campaigns. Unlike change of address, audiences can be created 45 to 90 days prior to a move, ensuring you hit that valuable pre-move, high-spend window

Weekly data refreshes. With weekly audience updates to the digital platforms of your choice, TransUnion ensures you're reaching the right people with this highly-perishable, highly-valuable, marketing audience

Audience performance reporting done via sales matchback or unique offer tracking

LEARN MORE

For more information on TransUnion's Digital Marketing Solutions, including Pre-Mover Audiences, visit: transunion.com/solution/marketing-audience-segmentation or contact: tu_digital@transunion.com