



New Mover Profiles

Understanding Your New Mover Audiences

FIRST TIME HOMEOWNERS

Demographics: Typically, younger (30-40), couples or individuals, often with very young or no children.

Priorities: Furnishing their new home, home improvement, financial planning (mortgage, insurance), and establishing utility services.

Challenges: Budget-conscious, often making large purchases for the first time, adjusting to homeownership responsibilities.

Marketing Focus: Discounts on furniture, decor, and home services; mortgage and insurance offers; utility connection packages.

25%

Individuals or couples that are buying their first home.

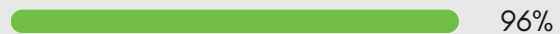
12 Months: 6,362,322

1 Month: 595,561

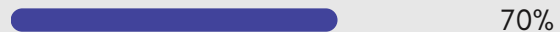
MEDIA MIX RECOMENDATION

New movers are engaging with new brands on every channel! See below for the first point of discovery for most new movers.

Direct Mail



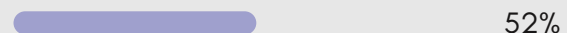
Social Media



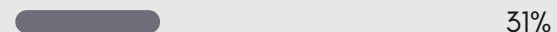
CTV/OTT



Digital and DOOH



Streaming Audio



Email

