



New Mover Profiles

Understanding Your New Mover Audiences

JOB RELOCATORS

Demographics: Career-oriented individuals or couples, often between 30-50, moving for a job or career opportunity.

Priorities: Quick and efficient moving services, setting up home offices, finding networking opportunities, and financial services.

Challenges: Time management, navigating a new city, and finding reliable local services.

Marketing Focus: Professional moving services, home office setups, local co-working spaces, financial planning, and real estate services.

10%

Individuals or households that are moving based on career or job changes.

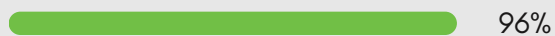
12 Months: 2,544,929

1 Month: 238,244

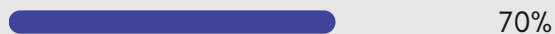
MEDIA MIX RECOMENDATION

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

Direct Mail



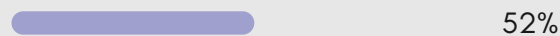
Social Media



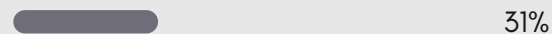
CTV/OTT



Digital and DOOH



Streaming Audio



Email

