



New Mover Profiles

Understanding Your New Mover Audiences

RENTERS

Demographics: Younger individuals or couples, often in their 20s-30s, moving into urban apartments or condos.

Priorities: Efficiency and convenience, quick furniture setups, tech services (Wi-Fi, cable), and city living essentials.

Challenges: Limited space, finding affordable décor, adjusting to a new city or neighborhood.

Marketing Focus: Apartment-friendly furniture, compact home appliances, delivery services, internet/TV packages, and local restaurants or fitness memberships.

15%

Individuals or households that are moving from rental to rental. This is probably the most undervalued new mover audience.

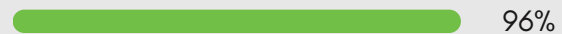
12 Months: 3,817,393

1 Month: 357,336

MEDIA MIX RECOMENDATION

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

Direct Mail



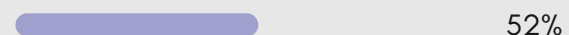
CTV/OTT



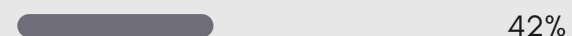
Social Media



Digital and DOOH



Streaming Audio



Email

