

Pre-Move

Should we move??

REAL ESTATE

Reach people who are likely to move when they start the conversation, not after they've closed on their new house and you missed it. It's all about data and life events.

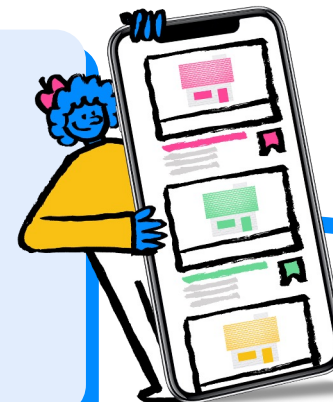


In Market

House Scrolling all night long

REAL ESTATE • FINANCING

Your audience is scouring the listings and working out financing—don't miss this window! It could last a year or be gone in a flash. Many of the "leads" you're getting from real estate platforms and Google are already too late.



Confirm

Moving: we've all been there

UTILITIES • HOME PRODUCTS + SERVICES • CONTRACTORS

Time to panic! Moving trucks, boxes, all the fun stuff... serve your audience in their time of need with what they need most during this time.



Closing

We got our place!

MOVING • INSURANCE • HOME SERVICES • CONTRACTORS

Reach people who are likely to invest in your products and services as they enter the wide world of moving, renovations, and big ticket purchases for their new home.



Post

Post-Move magic

GROCERIES • FURNITURE • SECURITY • ELECTRONICS

Living out of boxes and sleeping on the floor is exciting—for a few days anyway. Now your audience needs all kinds of services like takeout and meal kits to make it through the unpacking period unscathed.



Home

Let's make it ours

HOME IMPROVEMENT • DECOR • GYM EQUIPMENT • FURNITURE

Reach your audience as they settle in and personalize their new home—now is the time for art, bedding, paint, and more. And, people are likely to make other big ticket purchases like buying a new car within a year of moving.

