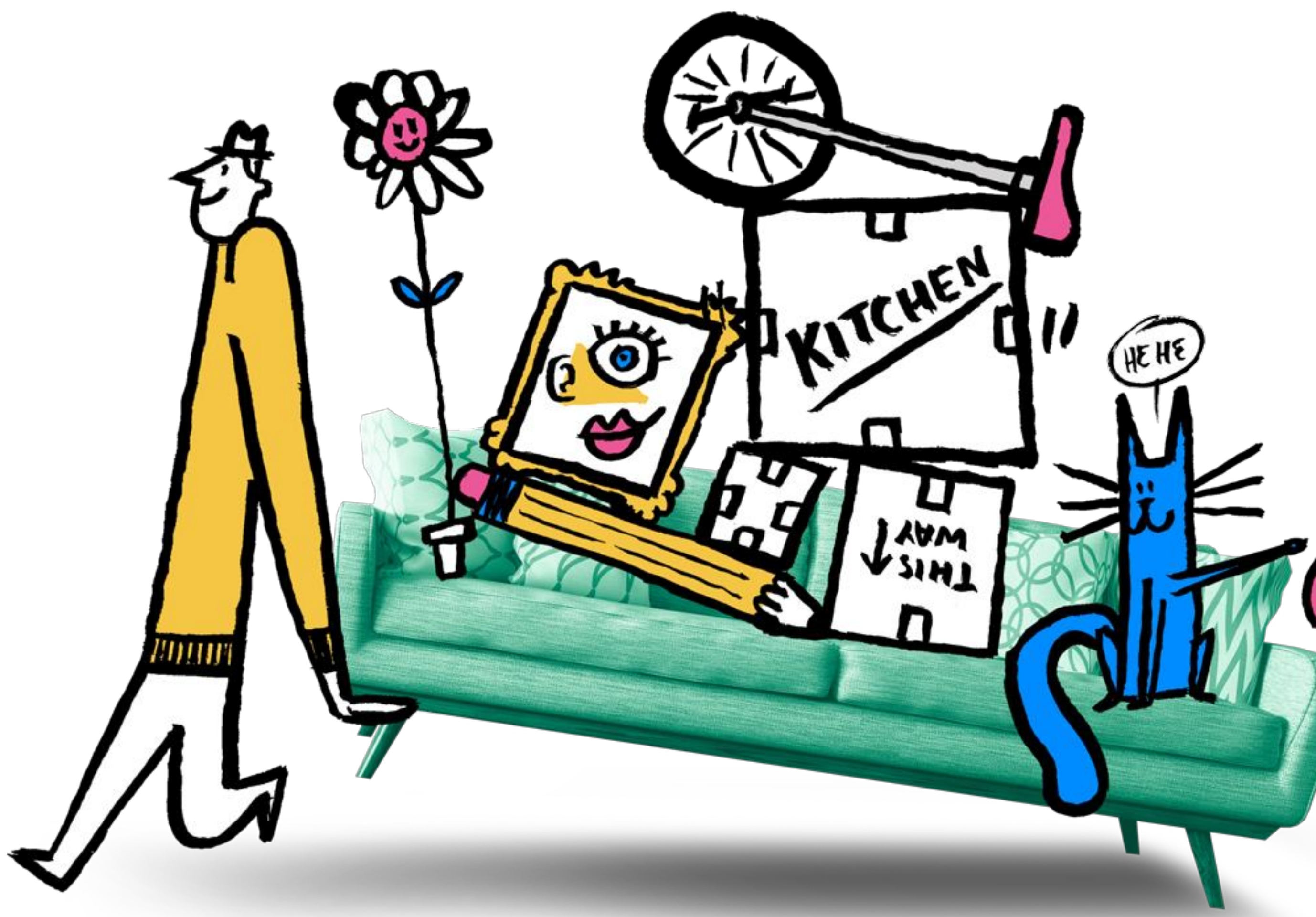


 **audience town** X **/LiveRamp**

New! Target New Residents of Battleground States & Districts

Meet the brand new mover advertising segments from Audience Town!
Audience Town is the only source for targeted audience segments of new home buyers and renters before, during, and after a move.



26M People Are Predicted to Move This Year



With detailed data on 120M US households, from demographics, lifestyle, to finances, Audience Town helps you target current, predicted, and recent movers. We are the only company 100% focused on the mover journey! Our data covers home buyers and renters. Why does this matter?



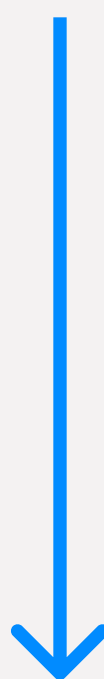
Activate Battleground Movers



This election is competitive! Battleground districts and states will play a huge role. You need accurate data about who lives in these areas - including new residents. In tight races, a few thousand votes can make a big difference.



Voters on the Move Can Be Hard to Reach



Recent movers have typically been a hard group to reach, especially during key election years. Not anymore! With Audience Town, you can target movers with accuracy, even as their location changes.



Easily Accessible Mover Segments

We offer target mover segments, available by season of the move, moving household demographics, income, voting preference, and so much more. The best part? They're already available in Liveramp!

4 Key Benefits You'll Experience

BOOST ENGAGEMENT

With our audience segments, you can increase engagement by targeting movers in your existing audience and deliver big wins.

INCREASE YOUR ROI

With targeted audiences of current, potential, and recent movers, because you're going for a highly concentrated and highly valuable audience. With less waste, and higher quality, you can increase the value of your existing campaigns.

Self-Identifying Political Stance	# of People
Audience Town > Post-Move > Homeowner > Political > Centrist Leaning Renter	3,200,000
Audience Town > Post-Move > Homeowner > Political > Right Leaning Renter	2,900,000
Audience Town > Post-Move > Homeowner > Political > Likely Democrat Homeowner	6,900,000
Audience Town > Post-Move > Homeowner > Political > Likely Republican Homeowner	9,900,000
Audience Town > Post-Move > Homeowner > Political > Likely Democrat Renter	6,300,000
Audience Town > Post-Move > Homeowner > Political > Likely Republican Renter	1,300,000