audience town

the new standard in real estate consumer intelligence

Case Studies

IT'S HARD TO KNOW WHO IS MOVING

Enter, Audience Town:

the **only company that is 100% focused on mapping and segmenting the Home Journey** through the pre, during and post move stages.

The unique data that powers our flagship industry-standard analytics product brings together The Home Journey which can be 24 months of life-event-triggered spending for home buyers, sellers, and renters. Audience Town combines property, household, transaction, listings, web, timing, and life-event data into audiences at each moment of the home journey.

audience town

Dashboard

Advertiser User

Now available Q3 mover report

IMPRESSIONS
158,923   ▲ 0.26%

CLICKS
563

🏠 Home
🛒 Campaigns
📊 Reports
🚩 Campaign Requests
👤 Users
⚙ Settings
📄 Invoicing
🔔 Notifications 24
➕ Logout

220
200
180
160
140
120
100

New Movers   Intenders   Home Buyers   Planners

audiencetown.com

SAM'S CLUB Membership Retail Warehouse

New memberships at targeted locations increased
by more than 10%.

Sam's Club was able to drive new memberships well above their current rate of acquisition, combining geo-fencing and audience data to find new homeowners in the area that were not already existing members.

audiencetown.com

GUARANTEED RATE Mortgage Lender

Customer acquisition costs for qualified new home and refinance loans decreased *by more than 30%.*

Guaranteed Rate saw a dramatic increase in application approvals, effectively decreasing their acquisition costs, using Audience Town's unique intelligence to find qualified customers looking for new home loans or to refinance existing homes.

audiencetown.com

HOLT HOMES Homebuilder

Click through rates
were 3x higher
than the digital media average.

Holt Homes, a large regional home builder, used audience data to find potential new home buyers only once they were ready to look. In the process, their cost per lead average decreased by as much as 50%.

 audiencetown.com

Drove 28% more interest using fresh mover data on Facebook

In month one, Sunrun was able to drive the highest conversion rate amongst three audiences—28% higher — using audience data. By month three, they were able to beat the cost-per-conversion goal, at 12% lower.

audiencetown.com

MILLER & SMITH Homebuilder

Retargeting home movers after streaming TV exposure produced:

Click-through rate 4x the industry average

Conversion rate increase of nearly 25%

Miller & Smith, a Builder of the Year winner, was able to increase site visits and conversions by using audience data to find potential new home buyers and renters within a targeted area and deliver impactful messaging on premium connected television.
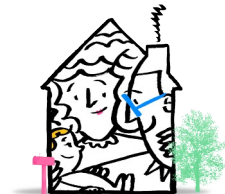
audiencetown.com

AMLI Multifamily Residential

Customer acquisition costs for qualified apartment home leases
decreased by 64%.

AMLI was able to increase qualified candidates who were on the hunt for a new apartment home, effectively decreasing acquisition costs, by using audience data to reach renters using geo-targeting and prompt mobile strategies.

audiencetown.com

AUDIENCE SEGMENTS

Audience Name	Taxonomy	Audience Description	# of people
Mortgage Intender (90 days pre)	Audience Town > Pre-move > Mortgage Intender	People in-market to buy a home with a mortgage in the next 90 days	12,000,000
First Time Home Buyer (90 days pre)	Audience Town > Pre-move > First Time Home Buyer	People in-market to buy their FIRST home in the next 90 days	3,100,000
Homebuyer Intender (Next 90)	Audience Town > Pre-move > Homebuyer Intender (90 day)	People in-market shopping to buy a new home in the next 90 days	3,400,000
Renter Intender (90 days pre lease)	Audience Town > Pre-move > Renter Intender (90 day)	People in-market to rent a new property in the next 90 days	3,200,000
Confirmed Homeowner	Audience Town > Post-move > Homeowner	Current homeowners, based on confirmed signals such as change of address, purchase history, county-level home ownership records, title, deed, assessor, mortgage, and public record data sources.	80,000,000
Smart Home Enthusiast	Audience Town > Post-move > Smart Home	People (owners and renters) who utilize (2) or more smart home technology products	9,000,000
Confirmed Renter	Audience Town > Post-move > Renter	Current renters, based on confirmed signals such as change of address, purchase history, and public records.	40,000,000
Confirmed Recent Mover (last 90 days)	Audience Town > Post-move > Recent Mover (90 day)	People (owners and renters) who have moved in the last 90 days, based on confirmed signals such as change of address and purchase history.	2,000,000
In Market Homebuyer - New Construction	Audience Town > Pre-move > In Market Homebuyer - New Construction	People currently shopping for new construction homes instead of resale properties	1,500,000
In Market Renter (Apartment Shopping)	Audience Town > Pre-move > In Market Renter (Apartment Shopping)	People currently shopping to lease a new apartment and have visited a multifamily website	4,200,000
Shoppers On Home Listings Sites	Audience Town > Pre-move > Shoppers on Home Listings Sites	People currently shopping for a new home to rent or buy on listing sites.	24,000,000
Home Seller	Audience Town > Pre-move > Home Seller	Current homeowners who are likely to sell their home in the next year.	5,600,000

Pre, During and Post Move Purchase and Advertising Categories

- **Appliances**
  - Cooking Stove, Range, Oven
  - Microwave Oven
  - Refrigerator
  - Washer/Dryer
  - Vacuum
  - Air Conditioner

- **Consumer Electronics**
  - Computers
  - TV's
  - Internet/ WIFI / Cable
  - Stereo / Smart Speakers
  - Voice Assistant
  - Smart Home Tech (Voice Assistant)
  - Security (Camera, System)
  - Mobile Phone / Landline

- **CPG**
  - Cleaning Supplies
  - Groceries
  - Trash Bags
  - Toiletries
  - Infant / Toddler food

- **Fitness**
  - Exercise Equipment
  - Treadmill
  - Bikes
  - Sports Equipment

- **Home Furnishings**
  - Bedding and Linens
  - Couch
  - Dining Room and Kitchen Furniture
  - Mattress
  - Shelves, Cabinets
  - Lamps, Lighting
  - Infant Furniture
  - Décor, Pictures and Decorations
  - Window Treatments / Blinds
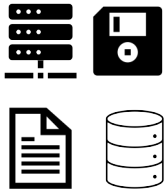
- **Home Improvement**
  - Bathroom / Kitchen Remodeling or Addition
  - HVAC , Plumbing
  - Doors, Windows, Skylights
  - Solar
  - New Fence
  - Paint
  - Electrical
  - Sprinklers, Hoses
  - Gardening Tools, Flowers
  - Lawn Care

- **Retail**
  - Cars
  - Clothes
  - Infant / Baby needs
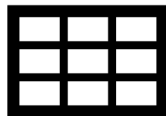 - Other....Mortgage, Loan, Refi...etc

audiencetown.com

HOW AUDIENCES ARE MADE

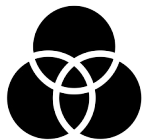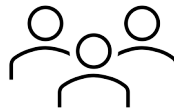| COLLECTION	PSEUDONYMIZATION	SYNTHESIS	NORMALIZATION	SEGMENTATION
Mostly first party, some 2nd and 3rd party	Audience Town + Partner removes all PII + anything re-identifiable	Audience Town then synthesizes all of the various data sources into a singular map/view	We then tie the pseudonymized data back to individual people, in a privacy-compliant manner	The final step in the process is segmenting the resulting database into targetable audiences

audiencetown.com

CONTACT US

Let's Get Moving

The Audience Town team is US based and virtual across the world. Our Family-First values allow us to work from anywhere while meeting the demands of our customers. Reach out today to say hello.

john@audiencetown.com

Reach Out to Get Started

audiencetown.com