

New Movers Audience – Capture Newly Relocated Consumers Looking for a Dealership & Service Provider

Be the First Dealership New Movers See & Choose

Accurate & Fresh Data – Identify consumers who recently moved & need an auto provider.

Propensity Scored Audiences – Data-driven science delivering highly responsive campaigns.

Year, Make, Model, VIN – Target recent movers with specific vehicle make ownership.

Who Are New Movers?



Recently Relocated & Seeking Local Businesses



In Need of a Vehicle, Service, or Dealership Relationship



Engaging with Automotive Offers & Promotions

Why This Audience is Important

- **Turn New Movers into Long-Term Customers** – Build relationships early and become their go-to dealership or service provider.
- **Capitalize on High Purchase Intent** – Relocating consumers often need new vehicle or maintenance services within months of moving.
- **Outperform Competitors** – Engage new movers before they establish brand loyalty, positioning your dealership as their trusted provider.

Comprehensive Data for Precise Targeting

- **Online & Offline Behaviours**
Moved to a new trade area. Searching for local dealerships and service providers.
- **Purchase Intent**
Looking for a new or used vehicle post-move. Seeking maintenance, repairs, or service contracts.
- **Demographics & Financials**
Income, net worth, credit ranges.
- **Spending Patterns**
Trade cycles, purchase dates, discretionary spending.

