

Home Improvement Retailer

📍 2,000+ Locations in the U.S.

A major home improvement retailer used MoverTech to expand and monetize its premove audience.

By engaging movers earlier in the process by tapping into potential mover and pre-mover insights, this retailer uncovered a moving signal a month earlier than typical, representing a significant opportunity to engage with movers when they're actively making purchases for many products.

Proven Results of MoverTech



Delivered **premove audience lift of 45%**



Client received moving signal a month earlier than normal in **35%** of the cases



MoverTech audiences **outperformed client audiences** in social channels



14% of the MoverTech audience purchased from the client