A major home improvement retailer used MoverTech to expand and monetize its premover 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 **premover 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