



# SUMMER AUDIENCE CATALOG

High-Performing Audience  
Segments for Your  
Summer Campaigns



PGM's Summer Audience Catalog compiles high-performing audience segments to help you build your summer targeting strategies.

All of our audience segments are available on leading platforms, or ready to be delivered to your platform or DSP of choice!

**/LiveRamp**

**aws**

 **snowflake**

 **theTradeDesk®**

**datavant**

 Protect. Connect. Deliver

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# Summer travel is ramping up!

**School is out and summer travel is underway, with many planning their escapes.**

44% of U.S. travelers plan to go on vacation this summer.

More younger travelers are hitting the road, with Gen Z and millennials packing their bags at higher rates(48%) than their Gen X+ counterparts(42%).

Gen X has claimed the top spot for planning family vacations (57%) traveling with kids), edging out last year's family travelers, the millennials (54%).

**Explore Our Summer Traveler Segments ➡**

\*Source: [Vacasa](#)



# Summer Consumer Traveler Audiences

## Leisure Travelers

Active travel enthusiasts who enjoy leisure activities, use high-end travel sites for discounts, and compare prices.

## Travel Cruises

Strong interest in cruises, often booking through high-end travel sites and comparing prices, amenities, and itineraries online.

## High-End Travelers

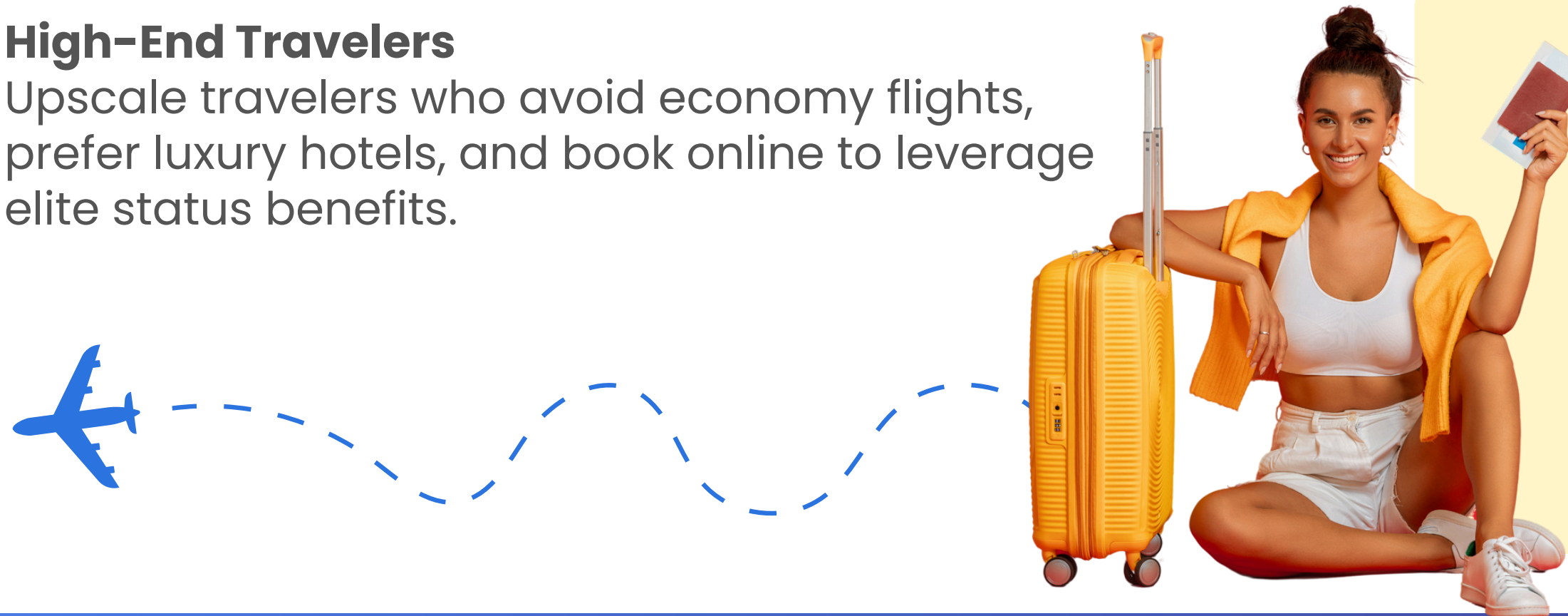
Upscale travelers who avoid economy flights, prefer luxury hotels, and book online to leverage elite status benefits.

## Travel Rewards Card Holders

Travelers who have at least one credit card that earns travel points and rewards from various transactions.

## International Travelers

Frequent international travelers who use rewards programs and book online for priority benefits.



**Rich Insights on  
220+ MM Consumers**

**Explore more consumer insights  
to target the audience that  
matters most to you.**

**Request More Info**

# Summer In-Market Travel Audiences

Reach consumers who are browsing for travel-related services within the last 90 days:

**Vacation Rentals**

**Caribbean Travel**

**RV Rentals**

**Cruises**

**Hotels & Lodging**

**Pet Boarding**

**Target Consumers Actively  
Shopping for the Products &  
Services You Offer**

**Learn More**

*If you want to reach travelers, you have to reach them when their intent is highest. Our in-market signals tap into everything summer travel planners are seeking, so your targeting is focused on those most likely to choose you.*



**Todd Dziedzic**

Head of Data Science & Analytics @ PGM



caribbean cruise tickets



# New Mover Segments

Summer is peak moving season.

## DID YOU KNOW?

- 60% of people in the U.S. move during the summer.
- 7 in 10 make major purchase decisions prior to moving.
- 90% are willing to try new brands.



## Target Movers with Rich Insights Across the Entire Move Journey

Our new mover audiences are enhanced with rich insights into consumer preferences, lifestyles, interests, property data and billions of purchase intent signals for unparalleled insights.

- ✓ Move “to” and “from” address data
- ✓ Contact details
- ✓ Demographics and lifestyles
- ✓ Active shopping signals
- ✓ Property insights
- ✓ Much more!



# Premover Audience Segments

## All Premovers

Planning to move in the near future, recently listed their home for sale, or currently have their home under contract.

## Premover > Home listed for Sale

Listed their home for sale within the past 6 months.

## Premovers > Under Contract

Home under contract within the past 6 months

# Homeownership Audience Segments



- First time homebuyers
- New homeowners
- Homeowner
- Renter
- Portable Homeowner



# Move Timeframe Audience Segments

- Moved > 1–30 Days ago
- Moved > 31–60 Days ago
- Moved > 61–90 Days ago
- Moved 91–120 days ago
- Moved 121–180 days ago
- Moved > 180+ days ago
- New movers > 12 months
- Moved to a new address in the last 12 month

# Refine your targeting further with these additional mover segments:

- In-market › Moving long-distance
- Mover › New mover home value
- Mover › New mover median household income
- Mover › New mover previous residence
- Mover › New mover current residence

“

*Movers are a golden opportunity. They are a segment actively resetting their purchasing habits, seeking new service providers, and forming fresh loyalties. Being among the first to meaningfully engage them means capturing customers who are five times more likely to become long-term, loyal clients.”*



**Michelle Taves**  
VP & Group GM @ PGM





# Home & Garden In-Market Shopper Segments

**Rising temperatures mean more time for fun outdoor activities, but also more bugs, faster-growing grass, and inconvenient HVAC problems.**

Reach homeowners who have been browsing for the following products and services in the last 90 days:

**Pest Control**

**Landscaping**

**Mosquito Service**

**Lawn Service**

**Mosquito Control**

**HVAC**

# CPG Audience Segments

**Consumer behavior shifts with the seasons, and summer increases demand for certain consumer packaged goods.**

Reach households that are heavy buyers of:



**Water**

**Sports Energy Beverages**

**Pest Control Products**

**Sunscreen**

**& so much more!**



 **Porch**  
GROUP MEDIA  
*Leading With Data*

***“Summer is a great opportunity to reach audiences who are ready to invest in creating memorable summer experiences.***

***Kids are on summer break, families are spending more time together, and people are getting out and about.***

***Our summer audience segments can be custom-built, so you can market confidently and make the most of your summer campaign dollars.”***



**Larisa Bedgood**

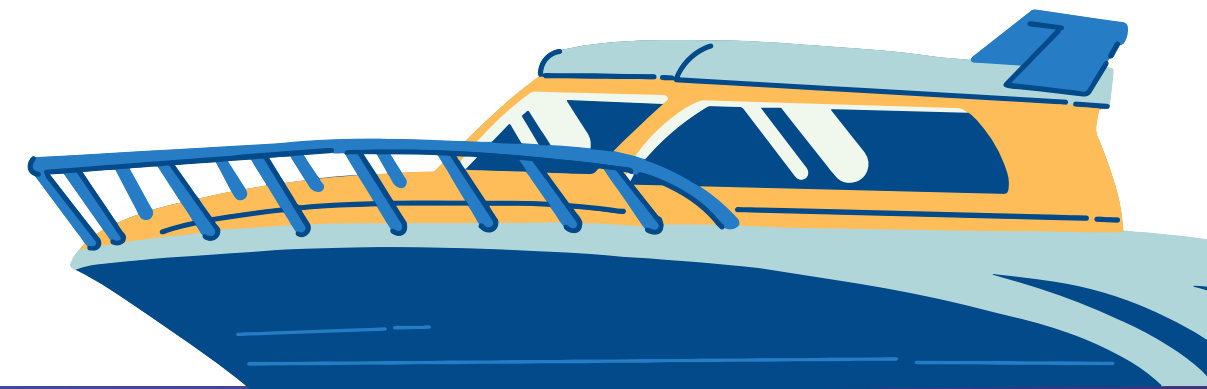
Head of Marketing @ PGM

## **Lifestyle & Interests In-Market Audiences**

**Summer is a time for hobbies, recreation, and enjoying the outdoors.**

Reach consumers who have recently shown interest in products and services related to summer leisure in the last 90 days:

- **Boats and watercrafts**
- **Fishing sporting goods**
- **Outdoor furniture**
- **Pool & spas**



**The summer months offer a unique window to connect with consumers as their routines and needs shift. With the power of data, you can reach the right people, at the right time, with the right message.**

**Have a question or looking for an audience segment that you don't see in our summer catalog? We're here to help!**

**Contact Us**



Porch Group Media is a leading provider of comprehensive audience, activation, and attribution solutions designed to create a competitive edge in today's evolving landscape. With a deep history and expertise in first-party data management and audience creation, Porch Group Media specializes in movers, homebuyers, and property insights, along with providing consumer segments, shopping intent, and automotive audiences.