

QUANTA

# Home Move Triggers

Communicate with your customers and prospects at the right time.

With 11% of UK consumers moving house every year, this offers a great opportunity to acquire new customers and increase share of wallet of existing customers.

Home Move Triggers can help you identify when consumers are in market for your products and services, enabling you to deliver more targeted and more effective communications.


They are built using our proprietary property data set of more than 500 variables on 29 million homes in Great Britain. By combining this data with our leading-edge deep learning capabilities, we have developed the most comprehensive set of 130,000 monthly Home Move Triggers. We can accurately predict move dates as well as the likelihood of moving, accompanied by confidence scores.

GDPR compliant with clear provenance, Triggers can be delivered in batch or via the Outra API.

**Home Move Triggers helps your business:**

- acquire new customers
- retain existing customers
- increase customer loyalty
- improve campaign ROI.

130,000  
MONTHLY  
TRIGGERS

11% OF   
CONSUMERS  
MOVE HOUSE  
each year

£10k  
AVERAGE  
SPEND  
per new  
HOMEOWNER

Spend in the first five years on furniture and upgrading their homes.

To find out more about Home Move Triggers, contact us today.

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