

QUANTA

Home Move Triggers for Utility Providers

Communicate with your customers and prospects at the right time.

With more and more people deciding to switch utility provider every year, they are most likely to do so when they move house. That's why there has never been a better time to identify those customers before they move, using Outra's Home Move Triggers.

Knowing exactly when to communicate with your customers will make your communications more timely and more effective.

Home Move Triggers are built using our proprietary property data model of more than 500 variables on 29.1M 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 Triggers. We can accurately predict move dates as well as the likelihood of moving, accompanied by confidence scores.

All our data is GDPR compliant with clear provenance. Triggers can be delivered in batch or via the Outra API.

Home Move Triggers can help your business:

- acquire new customers
- retain existing customers
- improve campaign response rates
- identify and prioritise your debt collection strategy.

130,000
MONTHLY
TRIGGERS

15%
FROM 2014
IN CUSTOMER
SWITCHING

£25bn
cost of
switching
to BUSINESSES

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

sales@outra.co.uk | 020 3880 8485