

QUANTA

Home Move Triggers for Insurers

Communicate with your customers and prospects at the right time.

With 11% of UK consumers moving house every year, this is the time your current customers are most likely to change insurance supplier, but it also offers a great opportunity to acquire new customers.

Home Move Triggers can help you identify exactly when to communicate to your customers and prospects.

They are built using our proprietary property data model, we can provide 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 Home Move 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

1.1M
HOME INSURANCE
&

85.1% of
CAR INSURANCE
CUSTOMERS
are comparing prices upon
RENEWAL

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

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