

QUANTA

Home Move Triggers for Retailers

Communicate with your customers and prospects at the right time.

When people move house, their purchase propensity increases which provides a significant opportunity for retailers 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 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 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
- 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 Outra's Home Move Triggers, contact us today.

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