

# Home Move Triggers

Communicate with your customers and prospects at the right time for retention and customer acquisition strategies.

Home Move Triggers identify customers and prospects before and after they move house. With 11% of consumers moving house each year, this is the time when they are most likely to change utility supplier, take out a new insurance policy or make big ticket household purchases.

Home Move Triggers have been built from a number of exclusive features from Outra's proprietary property data set of 29 million homes in Great Britain including; 20 years of mortgage survey data, mother and baby data, planning permission and listings data. We combine this data with our industry leading data science techniques to accurately identify the properties that are most likely to change hands each month with their move dates, applying Confidence Scores to aid decision making. Up to 150,000 home movers are identified monthly.

Our Home Move Data is fully GDPR compliant.

## Home Move Triggers helps your business:

- retain your customers about to move house
- improve customer acquisition rates
- prioritise home mover debt recovery
- inform targeting, messaging and promotional strategy
- improve campaign performance.



UP TO   
150,000  
monthly movers

15%   
in customers  
switching  
since 2014

£25bn  
→ cost of  
switching  
to BUSINESSES

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

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