

Retail

Home Move Triggers

Communicate with your customers and prospects at the right time.

With 11% of consumers moving house each year, this is the time when they are most likely to make big ticket household purchases. By identifying when new customers are in-market to purchase home related products and services before and after a house move, you are more likely to increase sales.

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:

- improve customer acquisition rates
- increase customer loyalty
- inform targeting, messaging and promotional strategy
- improve campaign performance.

UP TO 
150,000
monthly movers

MORE 
PREDICTIVE &
ACCURATE

CONFIDENCE
Scores 

GDPR
Compliant 

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

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