

Home Move Triggers

Retain your customers at a time when they are most likely to switch.

Home Move Triggers identify customers and prospects before and after they move house. With 11% of consumers moving house each year, this is when they are most likely to switch utility supplier. Therefore this is a great opportunity to target prospects and customers 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:

- 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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