

QUANTA Pre-Movers Segmentation

The UK's only predictive segmentation of home movers

Quanta Pre-Movers Segmentation is a unique consumer segmentation optimised for home movers using the latest data science techniques. It classifies 29 million households in Great Britain into 38 descriptive segments predicting their propensity to move house.

Built from Outra's proprietary property data which includes 20 years of mortgage valuation data exclusive to Outra. Combining this data set with demographic and location features we monitor trends and changes over time. Using AI, we have created a unique view of your customers with their likelihood to move.

Each segment describes the property itself, area attributes and the household composition of both tenants and homeowners. Built at household level, this segmentation is fully GDPR compliant and instantly accessible by API or batch.

Understand the characteristics and motivations of home movers to improve business results:

- target and acquire more valuable customers
- increase retail sales as consumer spend increases
- reduce cost per acquisition with more refined messaging
- activate through CRM, Facebook, mail and other channels
- increase campaign conversion rates
- optimise marketing spend.


HIGHLY
PREDICTIVE

AI to 
Increase the
predictive power

GDPR 
Compliant
built from the household

20 
YEARS
EXCLUSIVE DATA
to train AI models**

What data goes into Quanta Pre-Movers Segmentation?



Outra Proprietary Data

Including property type, values, ownership status and property attributes.



Locality Data

Including local area amenities, crime, census and school information.



Demographics Data

Including household composition, age, income, occupation and social grade.

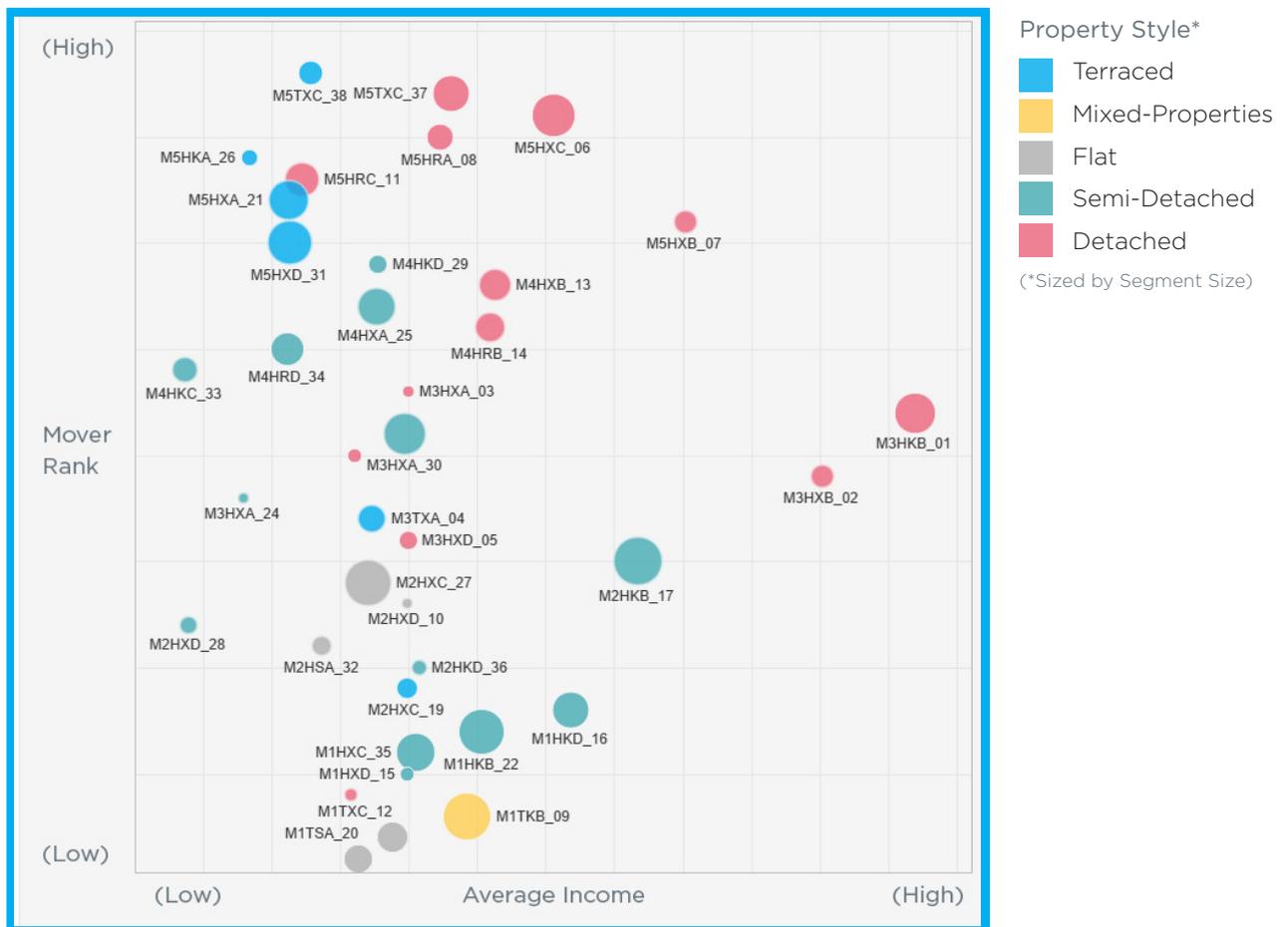


Financial Data

Including savings, mortgage, investments, loans and credit card information.

Append Pre-Mover Segments to your customers to understand the characteristics of those most and least likely to move

Outra's interactive tool allows you to view characteristics of your customers' segments selecting from variables such as mover rank (propensity), property value, property type, life stage, income and locality.



To optimise your mover marketing strategy with Quanta Pre-Movers Segmentation, get in touch for a free demo

sales@outra.co.uk