



**Every month, 1.8 million people nationwide buy, sell, or move into a new home**

**\$8,700**

AMOUNT A NEW MOVER SPENDS IN THE MONTH SURROUNDING THEIR MOVE

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THIS MAKES NEW MOVERS A

**\$200 Billion Industry**

**How can {Your Business Name} use IP Targeting technology to help your business target and engage these new movers?**

With IP Targeting, we can take any physical mailing address and matching it to an individual household with **95%+ accuracy**. Using this hyper-targeted system to reach people who have recently moved, we can deliver your message via banner and display ads to the sites the targeted customer visits on the Internet.

