



# Empower your digital marketing with real transactional data

Alliant digital audiences leverage billions of multichannel response and purchase data attributes — *sourced from major direct-to-consumer brands* — to deliver more active, more qualified consumers for your campaign.

## Select from 1,000+ Audience Segments

**115M** Households Nationwide



**180M** 30 day unique IDs for Desktops



**91M** 30 day unique IDs for Mobile



Featured Segments

# Movers, Homeowners & Renovators

Connect with Qualified New & Existing Homeowners



### Pre-Movers **NEW!**

Those identified as having listed their home for sale via MLS

### Length of Residence

Ranging from less than 1 year to 10+ years

### Home Renovators **NEW!**

Households that have active home remodeling permits

### New Movers

Those identified as having recently moved residences, ranging from the last 30 days to 6 months

### Homeownership & Value

Individuals identified as homeowners or renters, and estimated home value ranging from Less than \$100k-\$500k+

## Home Buying = Higher Spending

In the weeks following a move, new residents spend four to six times more than their established neighbors — or an average of \$7,100 — according to a USPS estimate.

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