

Right Place, Right Time

With our Lifestyle Trigger audiences, you can always be sure you're reaching them at the right moment

Are you looking to reach audiences at key life milestones like a new baby in the family or a house move? With our Lifestyle Trigger audiences, you can run timely and relevant marketing campaigns, resulting in a higher response rate and better quality leads for your sales team. Our segments are available for direct mail, email, telemarketing, cookie and IP address targeting.

We have numerous pre-built segments to choose from including:

Family

- Pre-natal
- New Baby
- Toddlers
- School-Age Students
- Tweens
- College Students

Life Milestones

- College-bound Families
- Newly Graduated
- Brides to be
- Newlywed
- Empty Nesters
- Grandparents

Movers

- New Homeowners
- New Movers
- New Phone Connects
- Premovers
- Apartment Seekers
- New Renters

Looking for B2B? Try our Business Triggers

- Brand New Businesses
- Change of Address
- New Phone Connects
- Business New Hires
- Essential Businesses
- WFH/ Remote Employees



Not found the right pre-built segment for your campaign? Try a custom audience:

Our custom audiences can be built using your chosen keywords and delivered to you for your exclusive use within 72 hours. Whatever your audience is searching for, we can identify them:

Example
Keywords:

- ✓ moving boxes
- ✓ college supplies
- ✓ babysitters
- ✓ bridalwear
- ✓ cable TV providers
- ✓ honeymoon destinations

Or contact us directly about your data needs:

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