

TRIGGER & MILESTONE AUDIENCES

Reach pre-movers, new movers, newlyweds, new hires and many more



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. These segments are available for direct mail, email, cookie telemarketing and IP address targeting. Our Trigger Audiences are some of our most popular segments - the Pre-Mover, New Mover, Newlywed and New Business Hire segments are our top segments on Liveramp.

Family

- Toddlers
- School-Age Students
- Tweens
- College Students
- Grandparents

Life Milestones

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

Movers

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

LOOKING FOR B2B? TRY OUR BUSINESS TRIGGERS

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

CUSTOM TRIGGER AUDIENCES

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



For recommendations or custom queries, contact:

Mark J. Traverso, 954-489-3008,
mark.traverso@lighthouselist.com

LIGHTHOUSE LIST
COMPANY

powered by Ameribase Digital