

LIFE EVENT DATA SEGMENTS

Timing is Everything!



New Movers

12 Month Universe: 25 Million Individuals

Updates: Weekly

We take pride in our commitment to delivering the highest quality new mover and new homeowner data. Our New Mover Database is sourced from over twenty-six unique feeds and goes through an intensive hygiene process to ensure precision and reliability.

New Parents

12 Month Universe: 1.5 Million Individuals

Updates: Weekly

This audience is sourced from over eleven different data feeds and represents families that have welcomed a new child. Our sources include registries, app downloads, and more.

College & High School Graduations

12 Month Universe - College Graduates: 2.5 Million Individuals

12 Month Universe - High School Graduates: 3.8 Million Individuals

Updates: Monthly

New high school or college graduates are sourced from six different source feeds that are updated monthly. Sources include self reported surveys and more.

Empty Nester

12 Month Universe: 5 Million Individuals

Updates: Monthly

These parents are now empty nesters. Their children have graduated and moved out to start a life of their own. We source this data from five source feeds that update on a monthly basis. Sources include self reported surveys and more.

Newly Engaged

12 Month Universe: 1.4 Million Individuals

Updates: Weekly

These happy couples just got engaged! We are sourcing this data from eleven different source feeds that update weekly. Sources include wedding registries, app downloads, self-reported information, and more.

Marital Status Changes

12 Month Universe - Newly Divorced: 650 Thousand Individuals

12 Month Universe - Newly Married: 1.8 Million Individuals

Updates: Monthly

This segment is sourced from six different source feeds. Sources include public records, self reported information, and more.

Planning to Retire

12 Month Universe: 700 Thousand Individuals

Updates: Monthly

Gearing up for retirement, this audience is sourced from over seven different sources, and it updates on a monthly basis.

Job Seekers/Career Changers

12 Month Universe - Job Seekers: 4.4 Million Individuals

12 Month Universe - Career Changers: 4 Million Individuals

Updates: Monthly

This data comes is sourced from six different feeds and it updates on a monthly basis. Sources include career forums, online job search sites, and more.

Continuing Education Seekers

12 Month Universe: 600 Thousand Individuals

Updates: Monthly

Sourced from over seven data feeds and updates on a monthly basis, this audience is ready to complete or obtain an advanced degree. This data is sourced from online education forums and self reported sources.

New Credit Card

12 Month Universe: 12 Million Individuals

Updates: Quarterly

This audience is ready to spend! With three source feeds, this data set updates on a quarterly basis and is comprised of individuals that just obtained a new credit card.

New Driver

12 Month Universe: 2.5 Million Individuals

Updates: Quarterly

New drivers in the house! This data includes households that have just welcomed a new driver in the home. All data is for the parent of this new driver and is sourced from 4 sources and updates on a quarterly basis.

Milestone Birthdays

12 Month Universe: 100 Million Individuals

Updates: Monthly

With over twenty-five source feeds, you can now gain access to individuals with milestone birthdays based on actual birthday date information.

Premover - Pending Sales

12 Month Universe - Premovers: 3.5 Million Individuals

12 Month Universe - Pending Sales: 1.4 Million Individuals

Updates: Weekly

Updating every week, you can now access premovers and pending sale movers from over six sources. These individuals have just listed or gone under contract on their homes. This is NOT sourced from MLS data.

Recently Retired

12 Month Universe: 3 Million Individuals

Updates: Monthly

This audience has worked for most of their lives and have recently reaped the rewards with official retirement! From over eight sources, gain access to monthly recently retired audiences.

find out more at:

www.focus-usa.com