

Connect with the right audience

# HomeData New Movers

Now available on Deep Sync One



## About HomeData

In operation since 1987, HomeData, a Deep Sync brand, leverages a variety of public and proprietary compilation sources to create the nation's most comprehensive selection of move-related and property data assets available on the market today.

**30MM**

New Movers and  
New Homeowners

**200+**

New Mover and  
Property Segments

**Monthly**

Data Refreshes

Access **HomeData** by logging into **one.deepsync.com** today!

*Your selected audiences will be distributed to your connected Facebook account within 24 - 48 hours.*

## Why HomeData?

Deep roots in data compilation have led HomeData to be recognized as an industry-leader that brands, agencies, and data resellers alike have relied on for more than three decades.



### Comprehensive Coverage

HomeData's exclusive sources and compilation methodologies result in the most comprehensive coverage of move and property-related data available. HomeData offers weekly data on 1.4 million Pre-Movers, 25.8 million New Movers, 4.9 million New Homeowners, 2.7 million New Construction properties, and 4.9 million New Landline Connects.



### Frequency of Updates

Custom segments updated weekly ensure relevance, timeliness, and ease in reaching in-market buyers seeking a variety of products and services.



### Hundreds of Segments to Choose From

With more than 200 syndicated segments to choose from, brands can easily reach their target mover and property-related audiences.

## Sample Segments

Choose from hundreds of syndicated segments within Deep Sync One:

- Dwelling Amenities
- Home Value
- New Voter in District
- Number of Residential Properties Owned
- Property Building Stories
- Property Building Style
- Recency of Homeownership
- Recency of Move

## Use Cases

- Online/Offline Ad Campaigns
- Custom Segment Creation
- Platform Syndication
- Data Licensing