



## Reach Movers This Season with DOOH

Each year, moving season presents advertisers with an opportunity to connect with millions of customers seeking moving companies, new furniture and appliances, real estate agencies, home insurance, home security systems and more. DOOH offers advertisers an efficient way to target this highly motivated and ready-to-spend consumer base, delivering compelling and visually striking ads in prime, high-traffic locations.

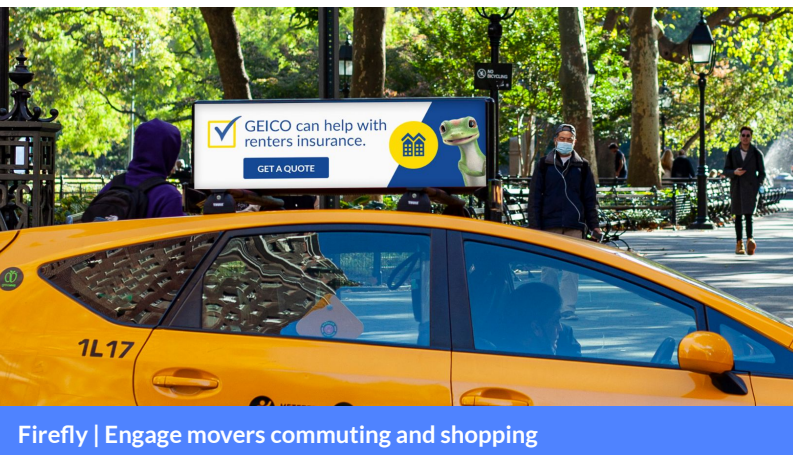
**80%**

of all moves in the United States occur between April and September<sup>1</sup>

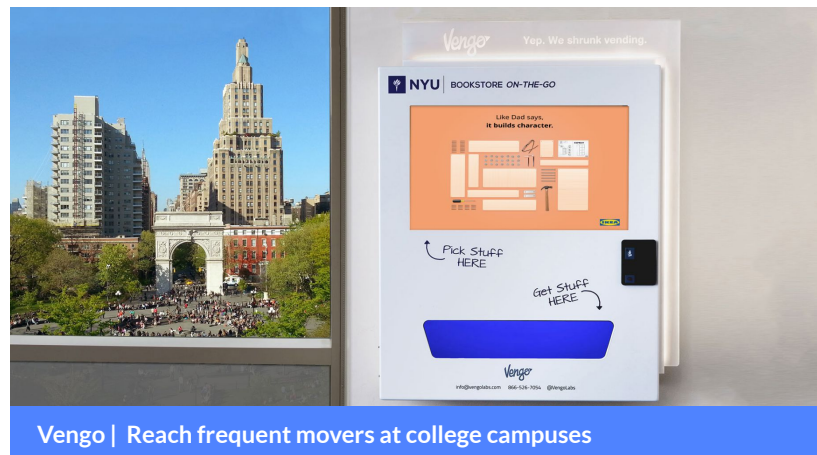
**27 million**

Americans move each year, almost 10% of the whole population<sup>2</sup>

Source:<sup>1</sup>Moving Labor 2023, <sup>2</sup>US Census Bureau



Firefly | Engage movers commuting and shopping



Vengo | Reach frequent movers at college campuses

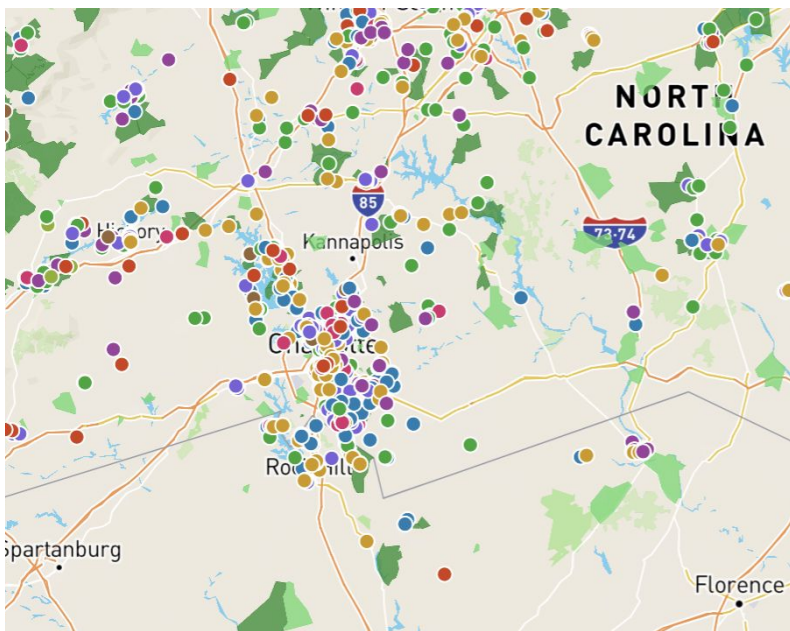
## Leverage Advanced Targeting Capabilities

- Location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- 1st and 3rd party audiences
  - New home owners
  - New renters
  - Pre Movers etc.

## The Movers Journey

Engage movers in popular housing markets throughout their daily journey - when they are commuting, at the office, on campus, shopping, filling up their gas tanks, working out at the gym, in moments of leisure, and more.

**Target by city & audience:** Sample map displays available inventory in areas of Charlotte, North Carolina, densely populated with new homeowners. (#1 fastest-growing metros in the U.S\*)



- Total Screens: 1,297
- Impressions (4-week): 205M

### Publishers

TopGolf	
Atmosphere TV	
Touch Tunes	
Clear Channel Outdoor	
Lamar	
Loop Media	
GSTV	
NRS	

Source: \*Zillow 2023

