



## Market and Prospect Intelligence

# Digital Audience Insights

Custom audiences to power your digital marketing

The way people experience home buying, selling, renting, lending and investing is constantly changing. As the demand grows for innovative new solutions, the market is growing increasingly competitive. To stand out, your messaging needs to be personalized and relevant to your audience, making consumer insights key to a successful customer acquisition strategy.

CoreLogic<sup>®</sup> leverages industry-leading property and consumer data to create custom digital audiences delivered to the platform of your choice, providing the context needed to drive your digital marketing strategy.



### Lending

Target consumers in the market for home and personal loans



### Insurance

Target property owners, renters and pre-movers for coverage



### Investing

Target investors likely to buy or sell rental properties



### Wealth Management

Target high net worth consumers

## Target with precision

Reach millions of consumers with a custom audience tailored to your unique business needs. Examples of specialized customizations include:

- 23.5M homeowners in market to refinance
- 24M consumers in market for new purchase home loan
- 6.3M consumers who have recently moved
- 63.8M investors owning at least two properties
- 1.9M homeowners with greater than \$1M in equity
- 9.4M homeowners making home improvements

## How It Works

- Sign up with your preferred platform
- Access property, real estate and financial intelligence from CoreLogic
- Onboard audiences to digital platforms
- Optimize campaigns and reach target audience

CoreLogic is recognized as the premier supplier of U.S. real estate, mortgage, consumer and specialized business data. With >99.9% U.S. property coverage and over 4.5 billion historical transactions, CoreLogic is your source for the most comprehensive, current and accurate real estate data available.

For more information, contact Yancy Riggs at [yriggs@corelogic.com](mailto:yriggs@corelogic.com).