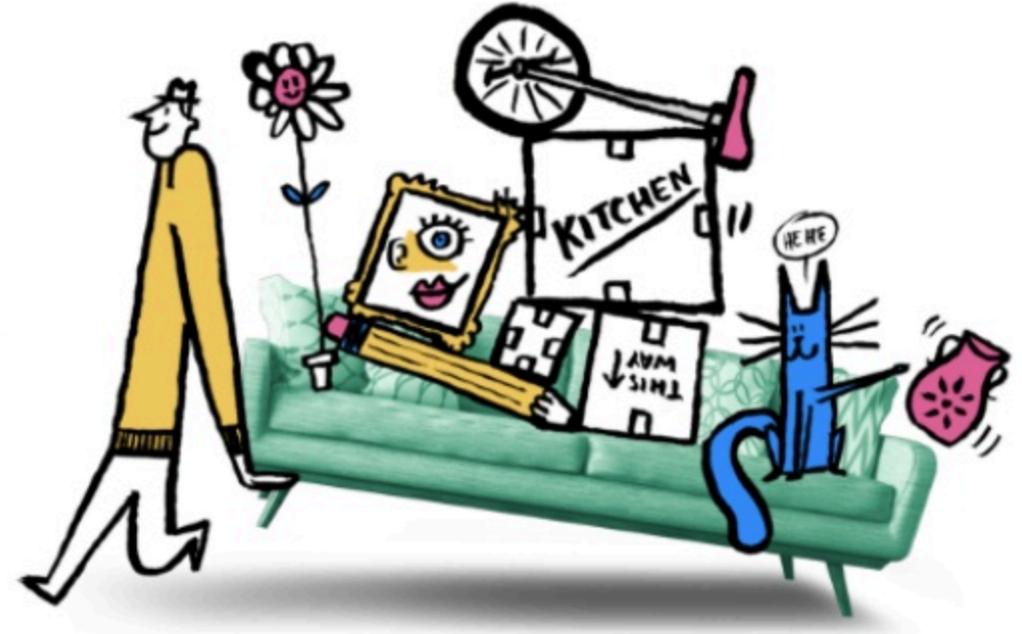




audience town

The first vertical data and advertising platform that lets marketers reach customers at every point in their home journey, from dreaming of a new home to moving day and beyond.



Investor Presentation.



Should we move??

Marketing to **40 million** home movers is hard and wasteful.

House scrolling all night long

83% have searched for homes with no intention of buying*



Customers leave

Average B2C business **loses 20%** of their customers every year to moving*

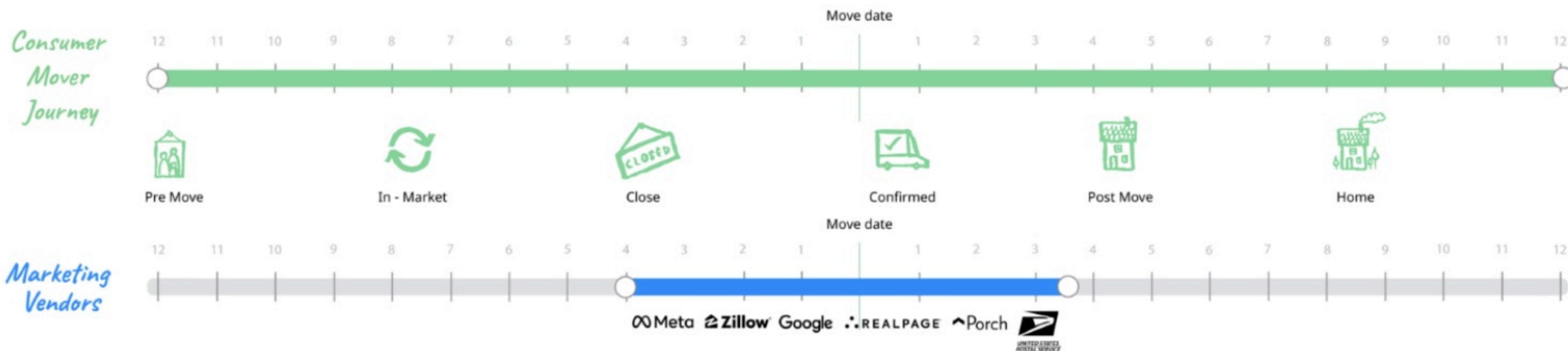


On top of that...

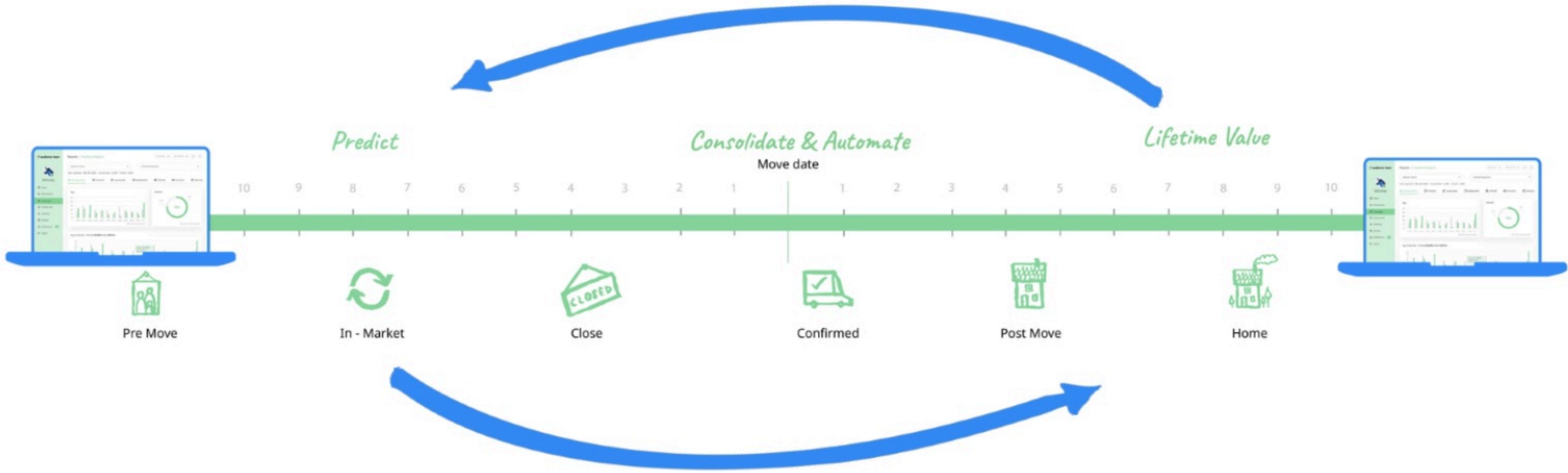
COVID changed everything.



The old ways of marketing to home movers are fragmented and incomplete.



Audience Town marketplace of ads, analytics, and consumer data built for the entire home journey.

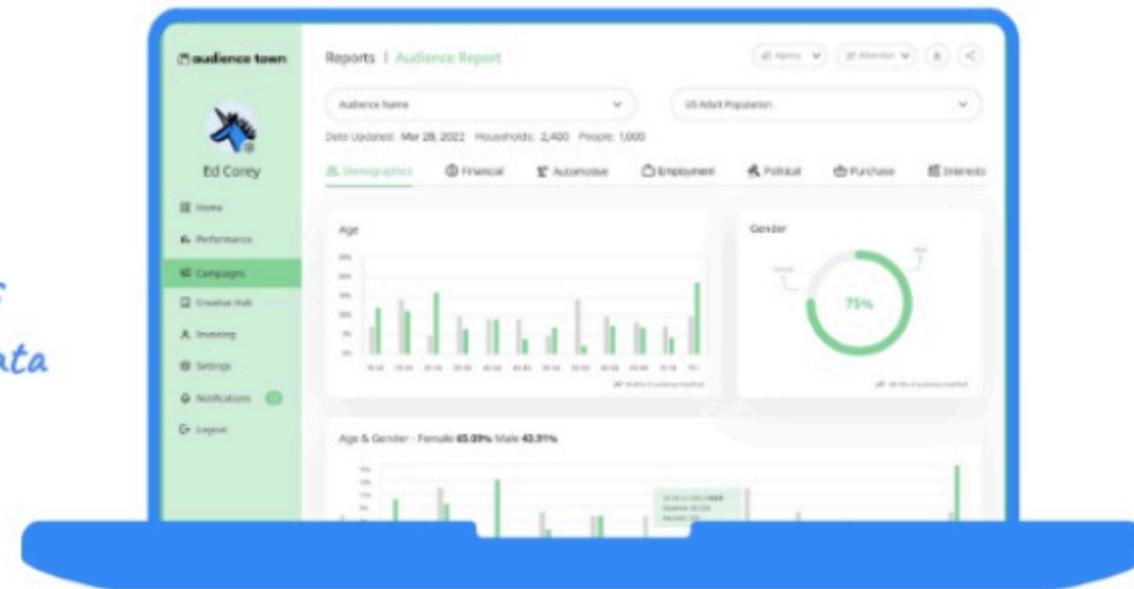


Audience Town offers the only consolidated ad platform focused solely on finding home movers.

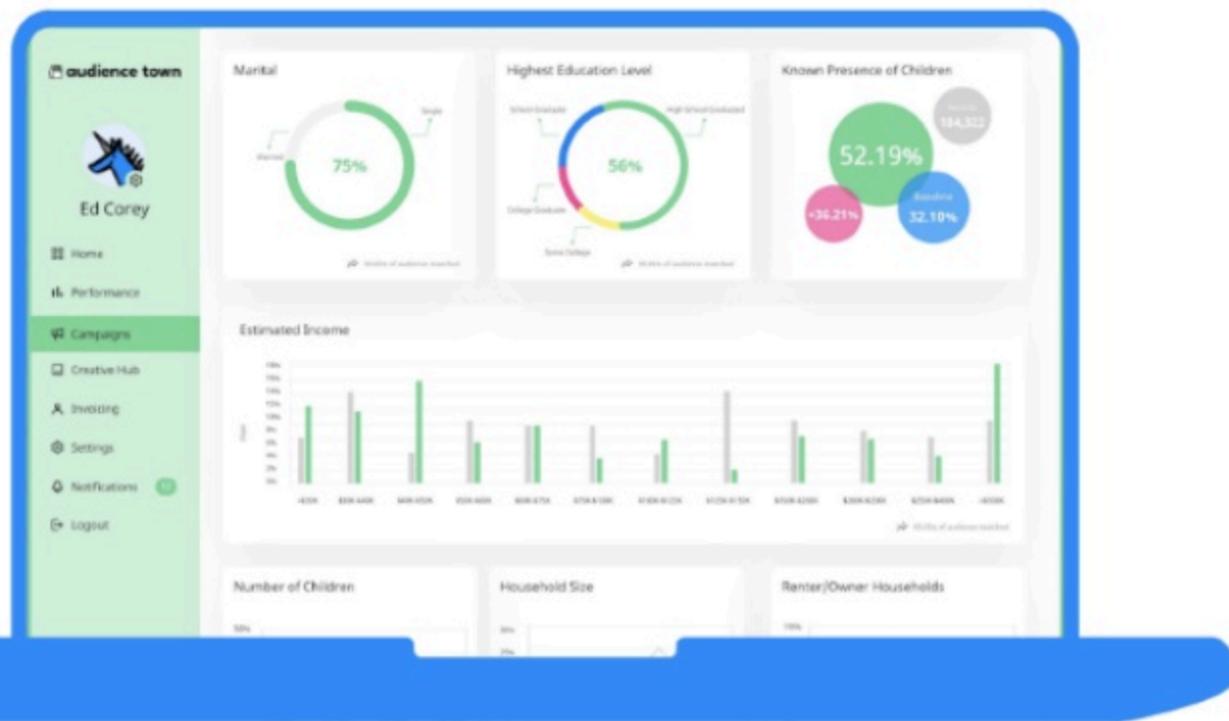
Enterprises, Realtors, SMBs, Home Furnishings, CPG, Retail – anyone can target qualified home movers at 5x ROI



*Consolidate 14 functions
+ Access to All Media & Data*



Reach your audience when they need you.



End-To-End Platform Features



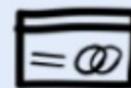
UX: plan, buy, measure



Home journey data



ML engine: data management



Payment: subscription / MRR



Ads/Media: all formats & channels



Campaign Task & Notification Center



Attribution

AdTech meets PropTech as U.S. Real Estate breaks records

Online Advertising
is about to hit

\$1 Trillion

AdTech public market caps

\$5B

2017

\$160B

2021

AdTech comps



PE M&A
\$1.4B, 2021

VIANT.

IPO, \$1.7BN
Market Cap, 2021



IPO, \$27BN
Market Cap, 2021

PubMatic

IPO, \$1.7BN
Market Cap, 2021

TAM

\$1T

SAM

\$95B

SOM

\$1B

PropTech record funding

\$4.5B

Q1 2021

PropTech comps



\$210M exit to
News Corp, 2018



\$250M exit to
CoStar, 2020

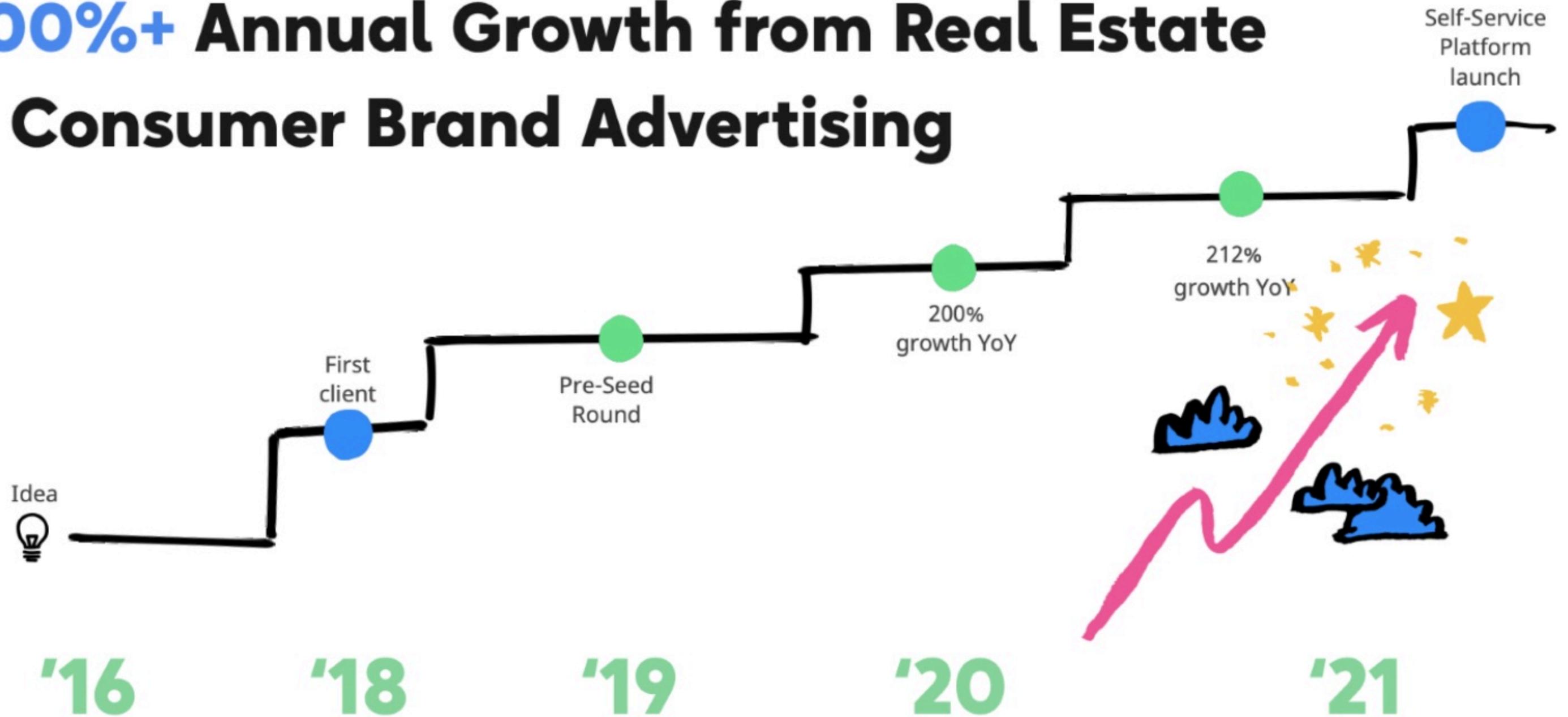


IPO, \$1.7 BN
Market Cap, 2020



\$250M exit to Black
Knight, 2021

200%+ Annual Growth from Real Estate & Consumer Brand Advertising



Audience Town is raising up to \$6 million to accelerate product build and data offering



Use of Funds:

1.

Hire engineering and marketing leadership

2.

Accelerate self-serve ads UI, data infrastructure, and marketplace architecture

3.

Acquire unique data to accelerate offering



Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

[Read more →](#)

Follow us [@pitchdecks](#)    

