outra.

Triggers
Target customers at exactly the right time

Predicting customer behaviour creates the opportunity for both customer acquisition and retention. However, foreseeing what that change might be, and when it might occur, is complex. By using data to identify Triggers - that is, those events when consumers make buying decisions - businesses can gain first mover advantage and better service their customer base.

Outra can provide your business with the most accurate and detailed information on customer behaviour. We understand the unique makeup of each individual UK household and provide intelligence on when your customer base will be in the market for your products.

From moving house to switching utility provider, or finding additional insurance coverage, our data Triggers work across multiple industries such as finance, energy, utilities, retail, and property.

Largest database available

Our proprietary data set delivers exclusive and deep insight into more than 29 million homes, the largest database available for Great Britain. All source data is GDPR-compliant with clear provenance.

Valuable and trusted insights

We combine this data with our industry-leading data modelling techniques using AI for unmatched accuracy, which is quantified via unique confidence scores enabling more precise targeting.

This means our data is 8% more predictive than any other trigger data available.

Client focused

Our Triggers have been designed with clients in mind, allowing for application across multiple industries. For each household we use UPRN identifiers for address matching, and we supply data batches which are instantly accessible.

√ **Increase acquisition rates**

√ **Enhance customer retention**

√ **Inform marketing strategy**

√ **Improve ROI**

Data on **29m+** UK households

60+ data sources

75 segments

38 Pre-Mover Segments

Want Outra to help your business, contact us **sales@outra.co.uk**
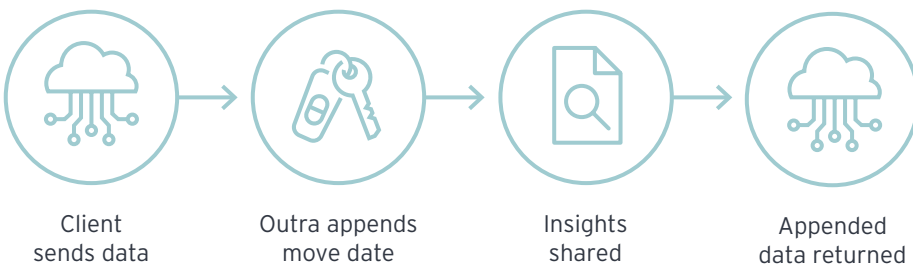
Example
Home move triggers

Predicting when a consumer might move house is one of the biggest indicators of increased consumer spending. It's estimated that UK home movers spend £5,000 each time they move on related products and services. From anything from furniture to white goods, to home insurance or changing internet provider, moving home is big business.

Our Home Move trigger model accurately predicts when to target home movers to buy your products and services – identifying up to 150,000 home movers each month. This allows you to communicate with your customers and prospects with the right message at the right time.
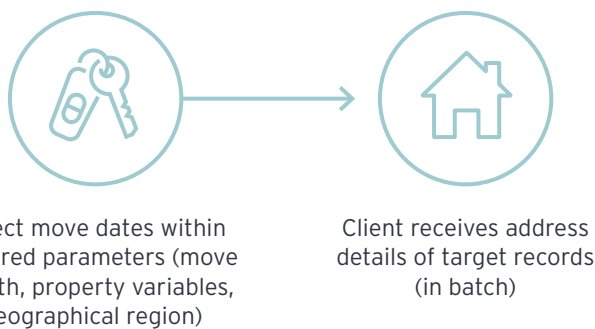
Property address

Planning permission data

Confidence scores

OUTRA HOME MOVE TRIGGERS

Sales & rentals listings data

20+ years exclusive mortgage survey data

How it works

ADDRESS MATCHING TO UPRN IDENTIFIERS

Client sends data

Outra appends move date

Insights shared

Appended data returned

Acquisition workflow process

Select move dates within required parameters (move month, property variables, geographical region)

Client receives address details of target records (in batch)

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