

# Timely, relevant & targeted campaigns with our Triggerpoint Segments

Reach consumers and businesses as they come in market for your services

If timely moment marketing is your aim, we have the perfect solution for you here at Media Source Solutions. Our Triggerpoint segments are designed to enable you to reach consumers and businesses at key life stages, ensuring whoever receives your marketing message is always in market for your services.

From new babies, to house moves to new businesses, we have the ideal segment for your next campaign.

Choose your target from the below:

## Family Triggers

- Pre-natal
- New Baby
- Toddlers
- School-Age Students
- Tweens
- College Students

## Life Milestones

- College-bound Families
- Newly Graduated
- Brides to be
- Newlywed
- Empty Nesters
- Grandparents

## Movers

- New Homeowners
- New Movers
- New Phone Connects
- Pre-movers
- Apartment Seekers
- New Renters

## Business Triggers

- Brand New Businesses
- Business New Hires
- Change of Address
- Essential Businesses
- New Phone Connects
- WFH/ Remote Employees

Or try a custom audience based on a list of keywords:

Our custom audiences can be built using your chosen keywords and delivered to you for your exclusive use within 72 hours. Whatever your audience is searching for, we can identify them:

### *Example Keywords:*

- ✓ moving boxes
- ✓ college supplies
- ✓ babysitters
- ✓ bridalwear
- ✓ cable TV providers
- ✓ honeymoon destinations

## Get started with our Triggerpoint Audiences

Whether you're looking for postal data, phone data, email data or digital data, talk to us today about your data needs.