

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

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

Life Milestones

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

Movers

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

Business Triggers

- Brand New Businesses
- Business New Hires
- Change of Address
- 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

How we source our Triggerpoint Audiences

Our data is self-reported, sourced from a network of carefully vetted and privacy-compliant partners. All data is opted-in to receive third party offers and we respect any opt-out requests we receive. Whether you're looking for postal data, phone data, email data or digital data, talk to us today about your data needs.