

REFINITION

NETWORK MEDIA GUIDE / HOME IMPROVEMENT



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DATA FRESH DAILY/ HOME IMPROVEMENT NETWORK

SPEND LESS – SELL MORE – REPEAT OFTEN

REFINITION- The Home Improvement Network

Refinition captures more real people at home improvement retailers than any company in the US. Whether you are an online retailer, product or manufacturer and want to know more about your customers or those of your competitors, we deliver just the active home improvement enthusiasts currently in the market.

ACTIONABLE – In Market Intenders

Encompassing
12,278+ Last 12 months
57,067,411 Representing
112,700,000



home improvement
retailers

unique qualified
intenders

total visits

THE DATA OF INTENT – Showing up Matters

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 500 million reachable consumers for your campaigns.

DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 1.11 meters.

Our home improvement network identifies devices of real people at every home improvement retailer in the US and can be segmented geographically and demographically for digital or direct mail campaigns to support your brand.

UNDERSTAND MORE & DRIVE CONVERSION – Better Research, Refined Audience, Enhanced Results

ALL IN VS. OPT-IN – Wider Audience, Any Location, Just Real People