



# Target your ideal audience with the power of permit data

- › Create audience segments
- › Target high-value homeowners
- › Target B2B contractor audiences
- › Enrich CRM and first party data



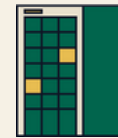
**150M**

BUILDING PERMITS



**350M**

HOME RESIDENTS



**130M**

DISTINCT PROPERTIES



**3M**

BUILDING CONTRACTORS

## We make building permit data useful

### Create audience segments



We compile and analyze building permit data to help you understand what homeowners are doing to their homes, when they are doing it, and which contractors are doing the jobs. Use us to build unique, deterministic and performant audiences.



### Target high-value homeowners

Shovels sees the value of home upgrades on a specific address or ZIP code. Discover emerging trends in home upgrades over time and predict where the next wave of upgrades is going to hit.



### Target B2B contractor audiences

Over 3M contractors nationwide are pulling permits for active jobs. Use Shovels to create audience segments to target this high value B2B segment.



### Enrich CRM and first party data

Shovels enriches CRM records for homeowners and building contractors with activity, job value, and timing information. See who is active in the market.

## Sample Segments

- › Wealthy remodeler
- › Homeowner currently remodeling
- › Homeowner building new home
- › Resident with EV charger and solar
- › Plumbers, Electricians, Energy
- › Contractors
- › Homeowner with new pool
- › Homeowner with new HVAC
- › Homeowner needs new roof
- › Resident in multi-family building

Contact [sales@shovels.ai](mailto:sales@shovels.ai) or call 1-800-511-7457 for more information about pricing!