



Nextdoor Introduces Neighborhood Intelligence for Advertisers

October 7, 2026

Built on 15 years of neighborhood-level data, Neighborhood Intelligence offers verified, neighborhood-level precision no other platform can match

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 7, 2026-- Nextdoor Holdings, Inc. (NYSE: NXDR), the essential neighborhood network, today announced Neighborhood Intelligence, a proprietary data engine that uses Nextdoor's unique data set to enable advertisers to target, message and measure down to the neighborhood, not just the ZIP code. Nextdoor will discuss Neighborhood Intelligence and its capabilities at Advertising Week New York on October 7, 2026 on a panel titled "[Why National Brands Need a Local Data Upgrade.](#)"

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20261007728878/en/>



Nextdoor's Neighborhood Intelligence in Action

Where a neighbor lives shapes what they buy. Some of that comes down to their physical surroundings — the weather, the geography, even the home projects they're planning. And

some of it comes down to the people nearby, since a recommendation from a neighbor carries more weight than a stranger's review online. Yet most media plans still treat location as a targeting checkbox, using ZIP codes that flatten real differences between neighborhoods just miles, or even blocks, apart. Nextdoor has spent 15 years building the infrastructure to understand those differences and empower marketers to use them to unlock truly scaled, local advertising.

Neighborhood Intelligence is powered by Nextdoor's neighborhood graph — the foundation of the platform, built over years from verified neighbors tied to real addresses. That verification is what makes the graph different: it starts with real people, in real neighborhoods, sharing real conversations and engaging with local content, alerts, news from neighbors, businesses, and public agencies. Nextdoor has worked directly with communities around the world to draw accurate boundaries for 350,000 real neighborhoods. Nextdoor's neighborhood graph provides a verified, block-level understanding of where people live and what's happening around them that no other platform can match.

Neighborhood Intelligence brings greater precision to hyperlocal advertising by using AI to make sense of local signals and connect them to the household. The engine layers three types of signals on top of Nextdoor's neighborhood graph to inform more precise targeting and creative:

- **Neighbor layer** — recommendations, interests, post engagement
- **Home layer** — mover data, household composition, and other household/home signals
- **Neighborhood layer** — local business activity, weather, and broader community-level conversational signals

Neighborhood Intelligence can complement an advertiser's existing targeting with local context that ZIP codes alone can't provide. In ZIP codes where Nextdoor has neighborhood coverage, there are an average of 12 distinct neighborhoods per ZIP, each with its own character, businesses and conversations.

"We kept hearing the same thing from customers across every vertical: they wanted a better way to understand and reach their audiences at the neighborhood level. That's why we deployed Neighborhood Intelligence, and we're excited to make it more broadly available to Nextdoor advertisers," said Michael Kiernan, Chief Revenue Officer at Nextdoor.

In local market testing conducted between Q2 2025 and Q2 2026, pilot campaigns using Neighborhood Intelligence tactics delivered a 1.28x lift in brand awareness, a 1.16x lift in ad recall and a 1.28x lift in brand favorability compared to previous strategies that relied on ZIP code. Neighborhood Intelligence also delivers roughly 12x greater granularity than ZIP-code-based targeting, on average, in ZIP codes where Nextdoor has neighborhood coverage.

Capabilities powered by Neighborhood Intelligence are now available on request. To learn more, visit <https://business.nextdoor.com/en-us/blog/introducing-neighborhood-intelligence>.

About Nextdoor

Nextdoor (NYSE: NXDR) is the essential neighborhood network for over 110 million verified neighbors, offering trusted local news, real-time safety alerts, neighbor recommendations, for sale and free listings, and events. Nextdoor connects neighbors to the people, places, and information that matter most in their local communities. In addition, businesses, news publishers, and public agencies use Nextdoor to share important information and engage with neighborhoods at scale. Download the app or join the

neighborhood at nextdoor.com. For more information and media assets, visit nextdoor.com/newsroom.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20261007728878/en/>

Investor Relations:

Colin Bourland
ir@nextdoor.com

Media Relations:

Kelsey Grady
press@nextdoor.com

Source: Nextdoor Holdings, Inc.