

A photograph of a modern, multi-story building with large windows and balconies, tinted in a yellow-green color. The image is overlaid with large, white, wavy shapes that frame the text. There are also some diagonal line patterns in the white areas.

Sales Reps Digital  
Targeting Strategies for the  
**Real Estate Industry**



# AUDIENCE EXTENSION

## Multi-Platform Targeting

Right Audience Across All Screens

### Frequently Used Targeting Mix / Options

#### General Population

- Run of network within target zip codes of your direct market area
- In-Market > Real Estate > Condominium

#### Sample Behavior Targeting Options

- Purchases and Interest
- In-Market > Real Estate
- In-Market > Real Estate Agent

#### Frequently Used Demographic Targets

- Age: 40-65
- Gender
- HHI \$150K+

#### Retargeting

- Desktop site visitors
- Display & pre-roll
- Search retargeting

#### Frequently Used Content Targeting Options

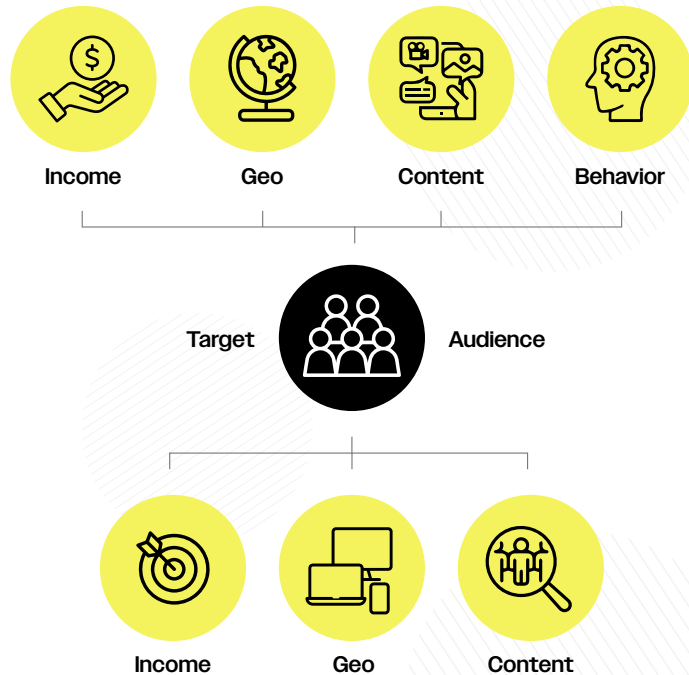
- Real Estate
- Real Estate Agents

We'll optimize across content targets, data sets & platforms based on performance.

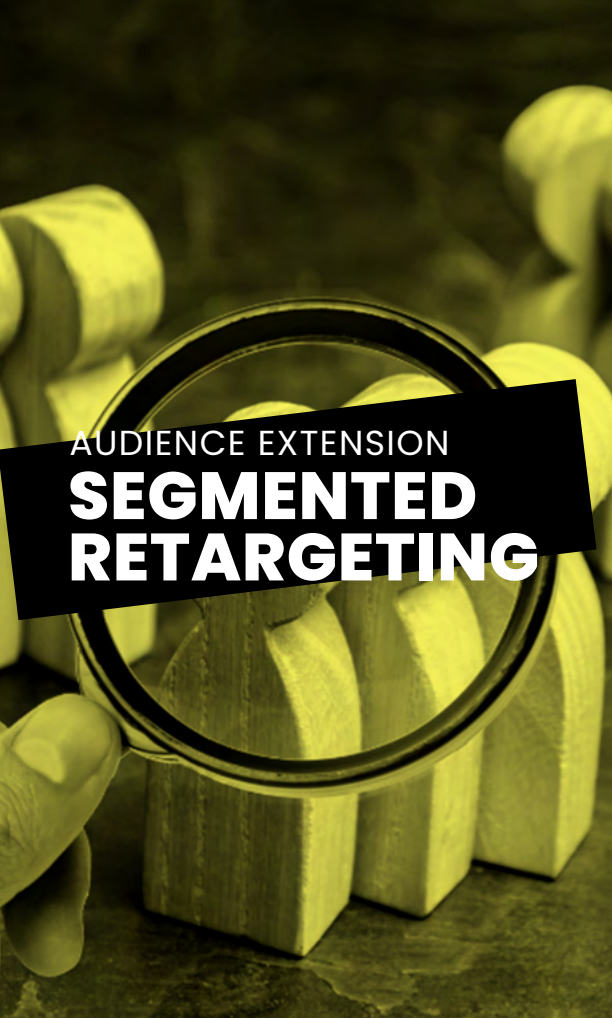


AUDIENCE EXTENSION

# INVENTORY + TECHNOLOGY

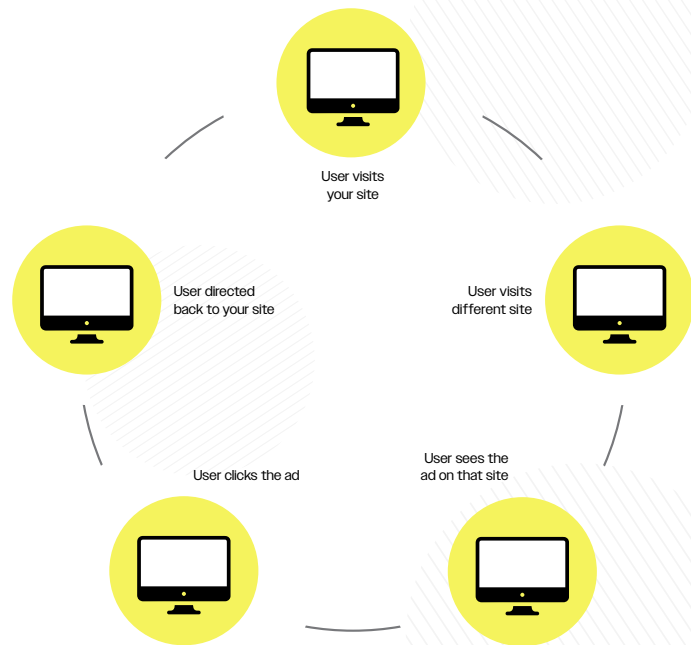


We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.



AUDIENCE EXTENSION  
**SEGMENTED  
RETARGETING**

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal



1. Search Retargeting

2. Display & Pre-Roll Retargeting

3. Search Retargeting

4. Display & Pre-Roll Retargeting

# Case Study

## Digital Marketing

### Company Overview

A local Real Estate Agent is a respected leader in the local real estate market. Offering both new home sales and homes for sale on the general market to high net worth customers.

### The Challenge

The real estate agent was working with another vendor but wanted to boost online exposure, reconnect with valued past customers and increase home listings.

### The Plan

By combining behaviour, content, IP and retargeting, the team was able to reach the client's target / potential high net worth consumers at all stages of the decision making process.

### The Results

In 3 months the team accomplished the following:

- Increased new consumer web traffic through programmatic display.
- Re-engaged a database of previous consumers with IP Targeting.
- Increased overall listings by retargeting visitors to their site.

### The Results

- 750K Impressions
- .12% CTR
- 900 site visits / interested applicants



# Audience Profile

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

- Extensive Reach
- Device Independent

Reach more customers with accuracy and privacy on any internet-enabled device.





To learn more about Adfuel and our advanced marketing solutions  
please visit us online at: [www.DigitalAdvertisingDirect.com](http://www.DigitalAdvertisingDirect.com)