

# DATA-DRIVEN CLIENT LEAD GENERATION & BRANDING CAMPAIGNS *for Real Estate Agents*

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*prepared by*

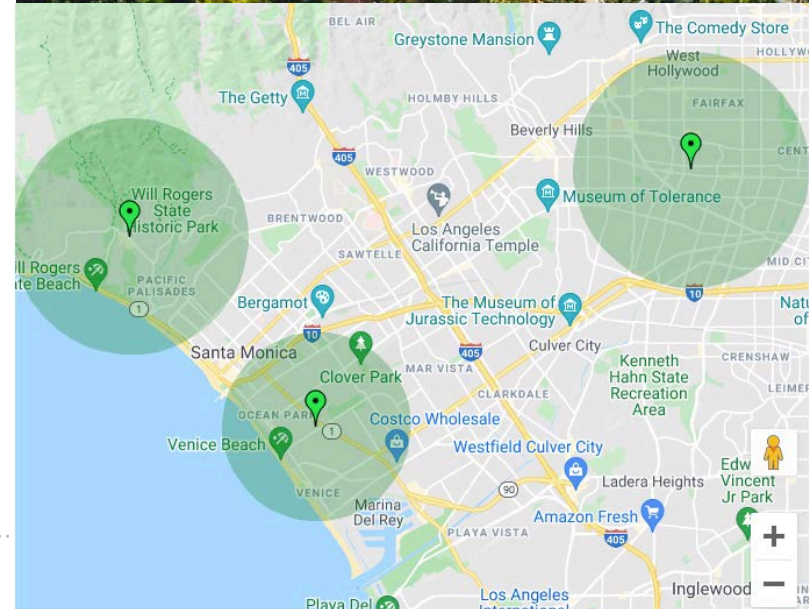


# GAIN A COMPETITIVE EDGE THROUGH DATA-DRIVEN MARKETING

Gain **visibility and traction** in predefined neighbourhoods and directly target potential sellers and buyers online.

Our **hyper-local targeting technology** will show your ads to people who intend to sell or purchase property.

We define demographics of people who currently research on **Zillow, Redfin, The MLS** and spend time on **brokerage websites and mortgage calculators**.



# BE PRESENT ON BIG DIGITAL MEDIA AND NEWS OUTLETS

## Advertise to your audience on:

CNBC, ABC, New York Post, Forbes, LA Times, The Times, Timeout, ... etc.

## And also be visible on local sites that are popular with your audience:

L.A: Weekly, Los Angeles Magazine, Eater LA, Streetsblog Los Angeles, Urbanize LA, The Real Deal, etc.

These are perfect platforms to communicate your USPs, provide market updates, share relevant information about a neighborhood, etc.



Los Angeles Times

THE  TIMES



TimeOut

LA WEEKLY

Los Angeles  
MAGAZINE



URBANIZE  
LOS ANGELES

THE REAL DEAL  
NEW YORK REAL ESTATE NEWS



# COMMUNICATE YOUR USP's

## EXAMPLE ADS

Overall sales in the past years

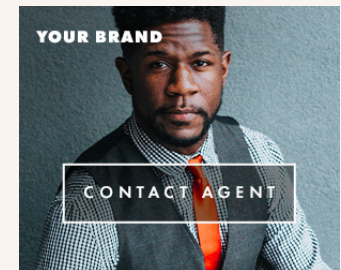
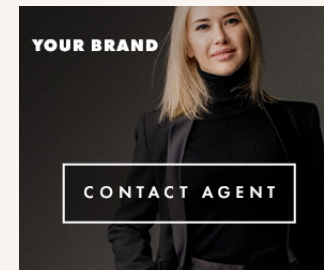
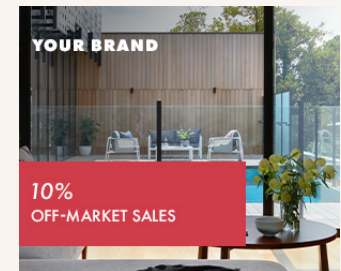
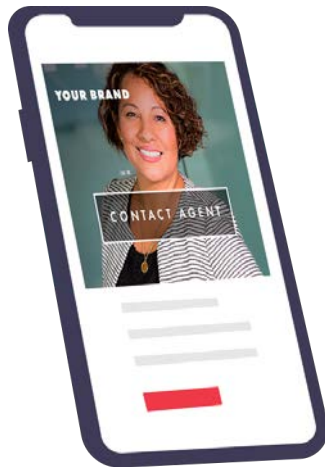
Pocket listings

Sold over asking price x-times

In escrow after x days

Specialized in specific neighborhoods

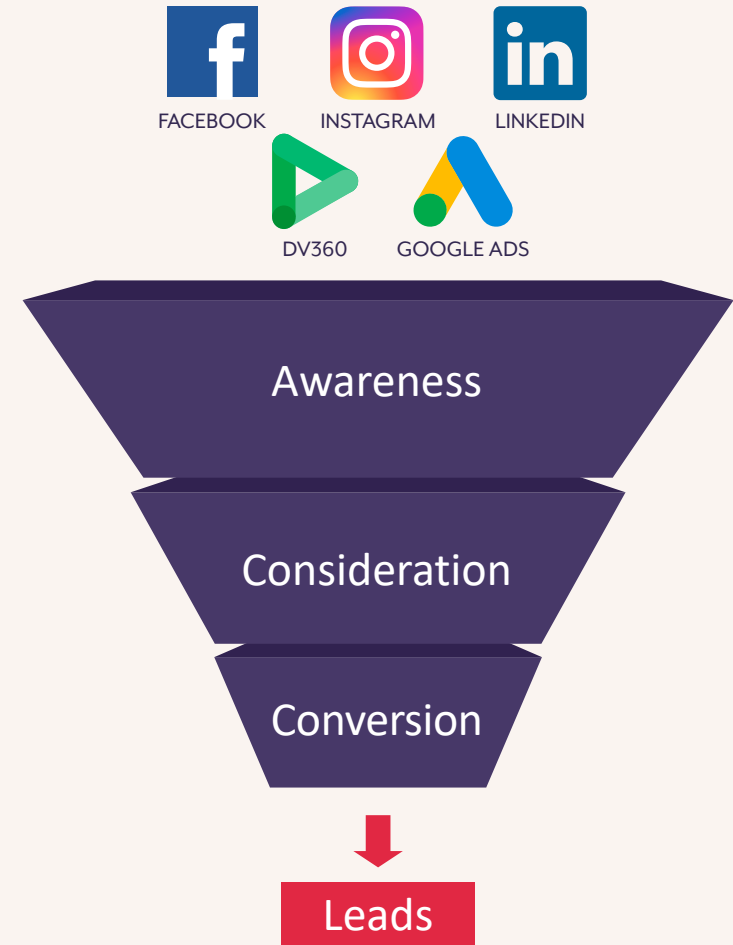
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# PERFORMANCE CHANNELS

## MARKETING FUNNEL AND CUSTOMER JOURNEY

- Each Channel has its designated role and advantage throughout the customer journey
- Performance will increase over time with the amount of data generated
- With deep-dive analysis and personalized management, our experienced media buyers will deliver measurable results



# REAL-TIME REPORTS FOR YOUR CAMPAIGN

## GET VALUABLE INSIGHTS

Impressions  
13,718,590

Clicks  
17,363

Conversions  
127

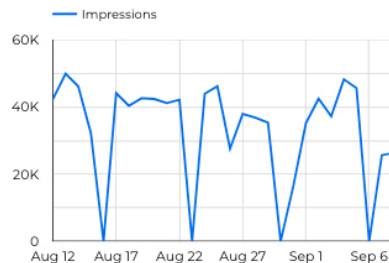
Media Cost  
\$12,810

CPC  
0.77

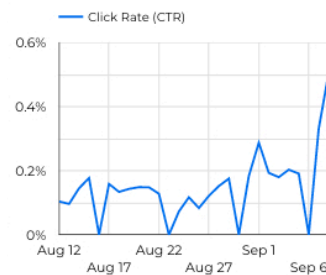
Clicks - last 28 days



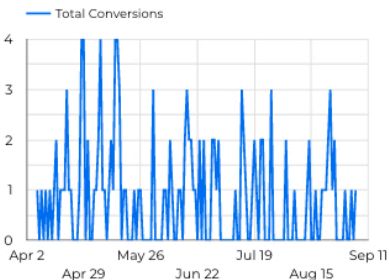
Impressions - last 28 days



CTR - last 28 days



Conversions - since start of campaign



## Google Data Studio

- 24/7 real-time Reporting with complete campaign data
- Monthly meetings with valuable insights about campaign performance

# ATTENTION MEDIA

## ABOUT US

We harness the **power of data** and put it to work, so you can reach your goals.

Our **experienced marketing experts** deliver your ads to your local audience, increase awareness, build your reputation and generate leads.

Profit from **sophisticated targeting tools**, our deep dive analysis and consulting.



ATTENTION MEDIA

**Contact us today**  
office@attention.media



DATA-DRIVEN CLIENT TARGETING FOR REAL ESTATE AGENTS

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# THANK YOU

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