



ANGEL

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

Frequently Used Demographic Targets

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

Frequently Used Content Targeting Options

- Real Estate
- Real Estate Agents

Sample Behavior Targeting Options

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

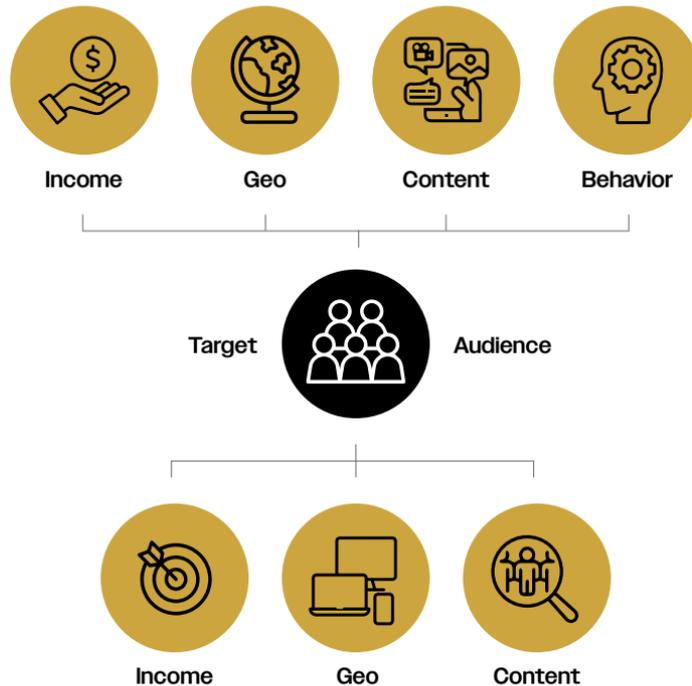
Retargeting

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

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

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



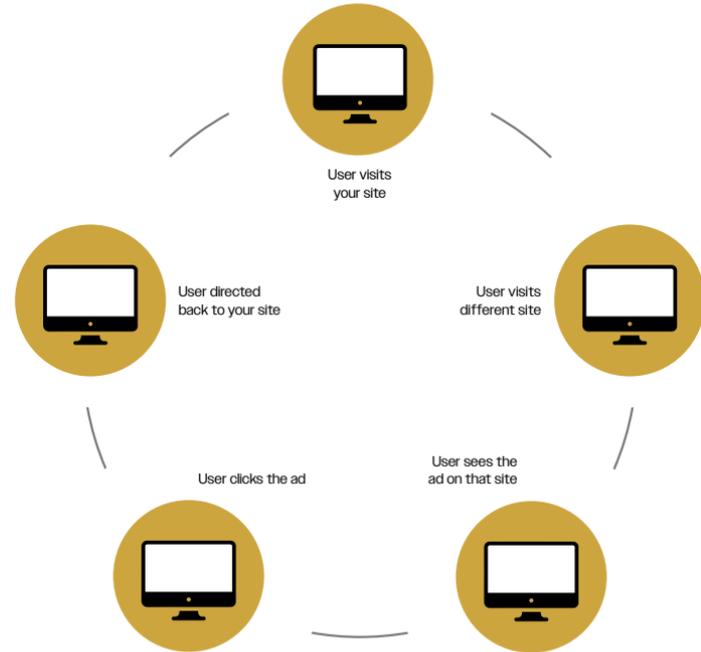
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

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.



TALK TRACKS & ELEVATOR PITCH

Consumers have increasingly shifted their real estate research online. This change in how consumers shop for homes has led many real estate agents to rethink their marketing budget strategy and allocate more of their marketing budget to online advertising.

“Over the past decade, our world, and particularly the world of house hunters has become increasingly digital. Consumers are going online at a rapid pace to look for information to support their buying decisions.”

“Today’s home shoppers are likely to conduct their research both online and offline. Realtors using offline marketing and sales channels should incorporate digital to complement those efforts”

*The Digital House Hunt: Consumer and Market Trends in Real Estate,
The National Association of Realtors and Google.*

We leverage all forms of digital marketing to help create the right digital media mix and measure each platform, its productivity and ultimately its return on investment. In addition, by leveraging the data through proprietary tracking and reporting mechanisms, we establish valuable inferences based on how website visitors are engaging with your current online storefront, which results in maximizing marketing budget.



FOR SALES REPS

INTRO EMAIL

Subject Line: Appointment

Dear Mr. Advertiser,

I wanted to reach out and see if you have time available on Monday or Tuesday next week to discuss what Angel Network is doing for other local real estate services companies and see if it might be a good fit for you.

We work with our local/regional financial services companies to understand how they are reaching their target market to increase web traffic and new client acquisition.

Please let me know if 1 or 2 pm would work for you either day to discuss

Thank you,



FOR SALES REPS

SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER,
OR A GENERAL SALES MANAGER

- Are you currently advertising your business online?
- What products or services do you focus on?
- How do you typically market those products and services?
- Who is most likely to be a potential consumer? Age? Income? Previous Purchase?
- How do you measure your digital advertising effectiveness?
- Do you know what you're typically willing to invest in your overall campaign from a marketing perspective?



ANGEL

To learn more about Adfuel and our advanced marketing solutions
please visit us online at: www.AngelInvestorNetwork.com