iPublishmedia webinar

Achieving an Advertising Trifecta for Real Estate

Presenters:
Brian Gorman – VP of Sales, iPublish Media Solutions
Eric Bloom – Dir. of Real Estate, Bay Area News Group

June 13, 2017

Agenda

- Introductions
- Digital RE Landscape
- Demonstration of LeadHax
- Third party competitors
- Demonstration of AdPortal Digital Real Estate
- Why iPublish and AdPortal RE
- Demonstration of iPublish Marketplace and AdPortal Real Estate
- Three licensing programs
- Questions and Answers
- Contact Information

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Vice President of Sales,
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Eric Bloom
Director of Real Estate,
Bay Area News Group

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Real Estate – a Local Advertising Play

- Borrell is forecasting a 7.6% increase in local ad growth
- Non-digital local advertising will decline 6.9%
  - Print still a substantial part
- Digital local advertising will increase 22.4%
  - Why? Cheaper, Measurable, and Functional
- Weaker advertising being cut to fund digital
- Facebook ad buys to double
  - How do you sell Facebook ads and still maintain your brand

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Where are the ad dollars going?

- Digital display has moved to targeted advertising
- Facebook is everywhere – both advertisers and sales people
- Many low revenue transactions – difficult using direct sales
- 3rd party stand alone applications are capturing revenue
- Not exclusive to media companies
- Your brand is being diminished
- Real Estate is hot and your positioned very well
- Strong brand awareness but steeped in print
- Create a multi channel RE strategy
- We are here to help

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Demonstration – LeadHax

Powered by adtaxi a Google Premier Partner

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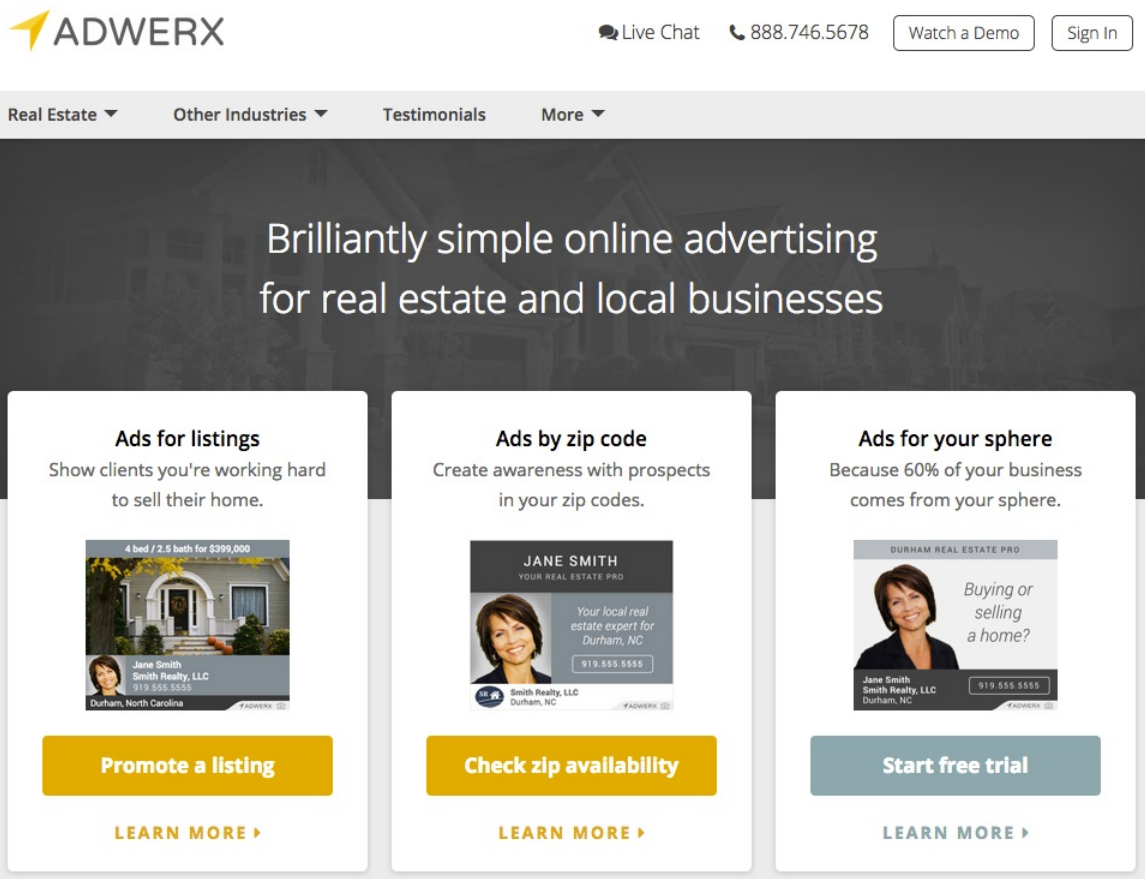
3rd Party Example



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Positioned Against You

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Our Real Estate Universe

Campaign Packages:

Listing Promotion

Pricing

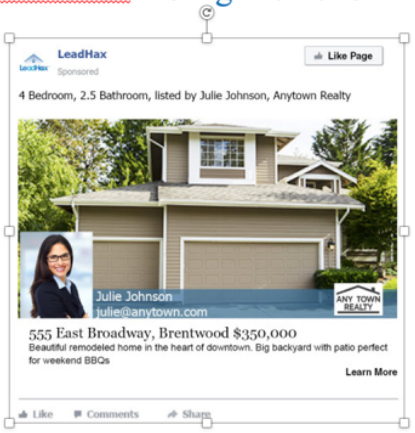
10,000 impressions
2 weeks (14 days)
$99

OR

20,000 impressions
4 weeks (28 days)
$179

Campaign Packages:

Facebook Listing Promotion



Pricing

In-feed and right hand rail placement on both Desktop and Mobile site and the app

Optimizes to get as many clicks as possible in the campaign time

1 month (28 Days)
Est. 3,000-5,000 impressions
Est. minimum 100 clicks
$179

Digital solutions available for Real Estate agents are typically very fragmented, complicated and expensive.

Agents know they need a digital presence but are uncomfortable or unsure how to get started…

Solution has to be simple, powerful and affordable.

Business model is to drive self serve revenue outside the sales team-But our team now finds this product invaluable.

- Secure office meetings, package with open homes, Showcase of Homes etc.
- Solution is almost always packaged with other BANG products.

How it works…

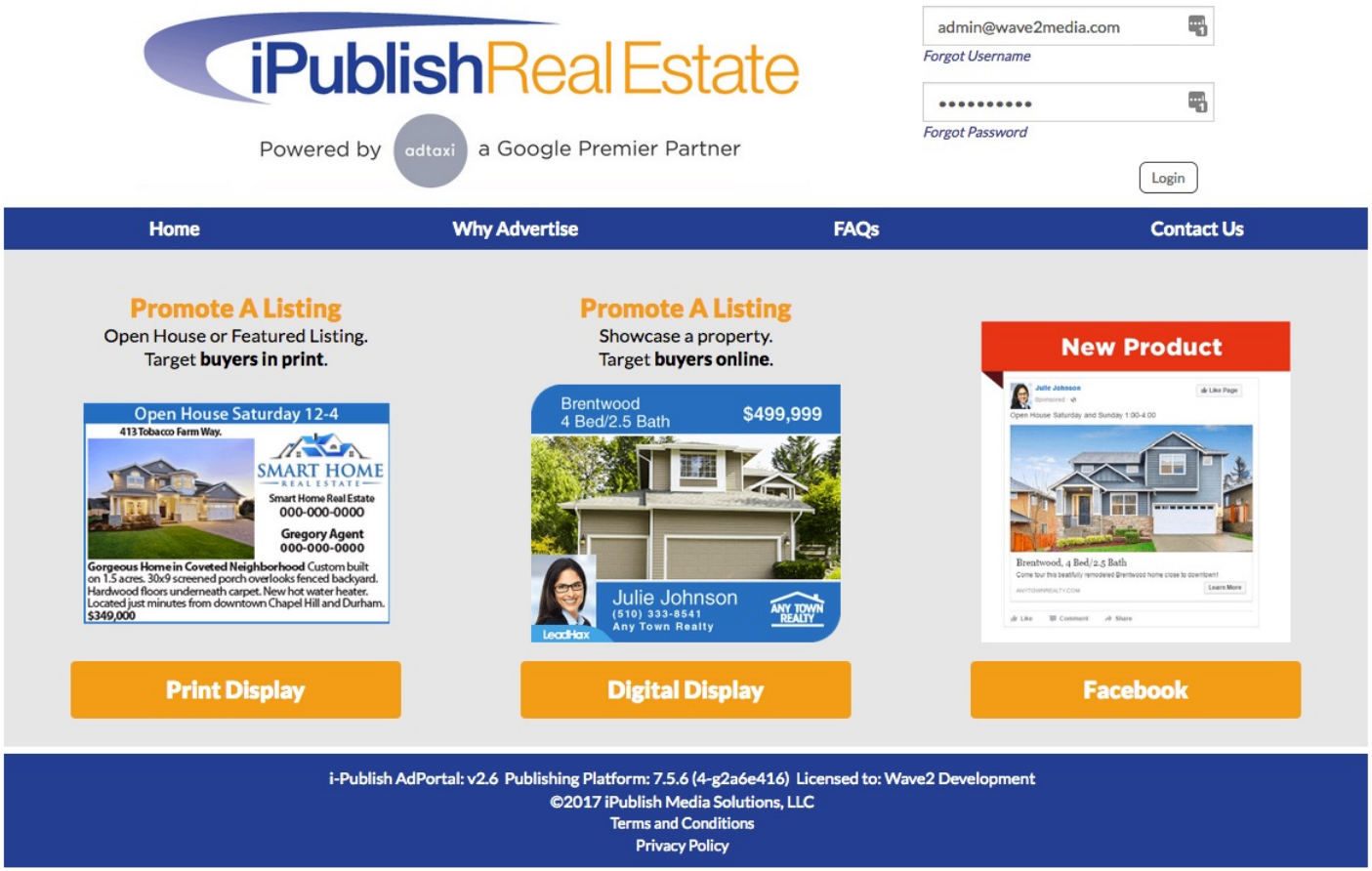
- Partner with MLS organizations, Listhub, and Brokers to access listing data.
- Agents enter the property address or their name and Leadhax pulls information from this data to create a Display or Facebook ad.
- Ad is built and automatically geo targets 15 miles around the property or office or the zip code can be changed.
    - We use 40 RE data segments and white label 30 key RE websites and constantly A/B test
    - For Facebook we constantly adjust our RE behaviors

After it's Built…

- Access to 92% of websites through our ad exchange partnerships,
- Placed using programmatic real time bidding for display and RE intent .
- Ads can show to our audience within the selected radius on any website they are visiting.

Registration, renewal and reporting emails sent automatically to client and available on their dashboard.

Demonstration of AdPortal Digital RE



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Why iPublish and AdPortal

- Addresses these market challenges
- Connecting RE broker and agents back to your print business
- Captures new revenue
- Proven self-service – high volume low revenue transactions
- Automates internal production lowering costs
- Proven Years of RE agents using self-service
- Sell directly to agents while servicing brokers
- Leverage existing programmatic and social databases
  - Dynamic FB interface
  - Dynamic TTD and Centro interface
- Offer all types of campaigns under your brand
  - Print, O&O, Programmatic and Facebook

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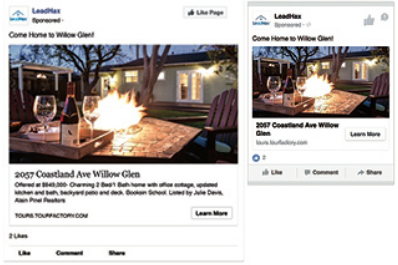
AdPortal Real Estate

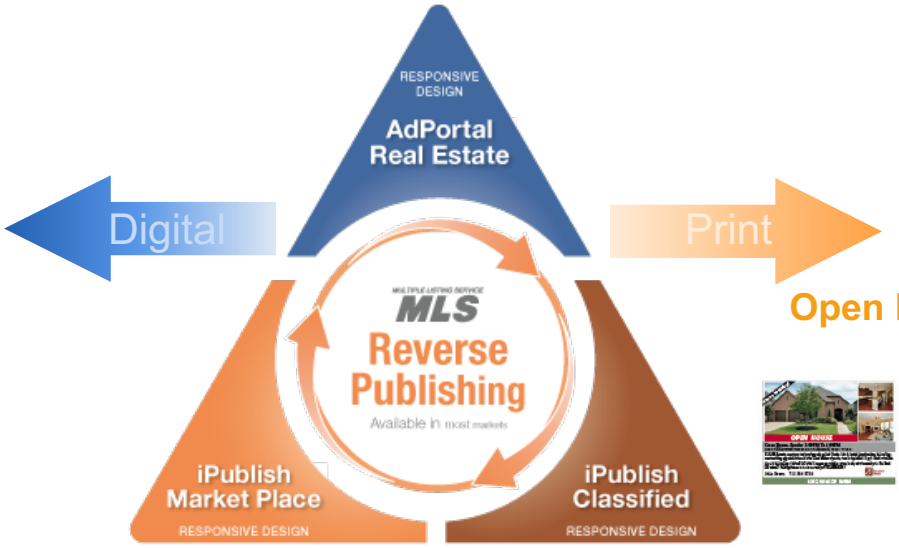
Digital Display
Programmatic, Owned & Operated

Facebook
Desktop and Mobile News Feed Ads



Digital Listings / Marketplace
Indexed and Searchable

Agents
Brokers
Private-Party



Create
Schedule
Pay in Minutes

Broker Pages
Full, Half, and Quarter Page Multiple-Listing Ads

Open House / Featured Listings
Programmatic, Owned & Operated

Classified Liners / Semi-Display
Private-Party, Rentals, For Sale By Owner

Any Ad Anywhere Anytime

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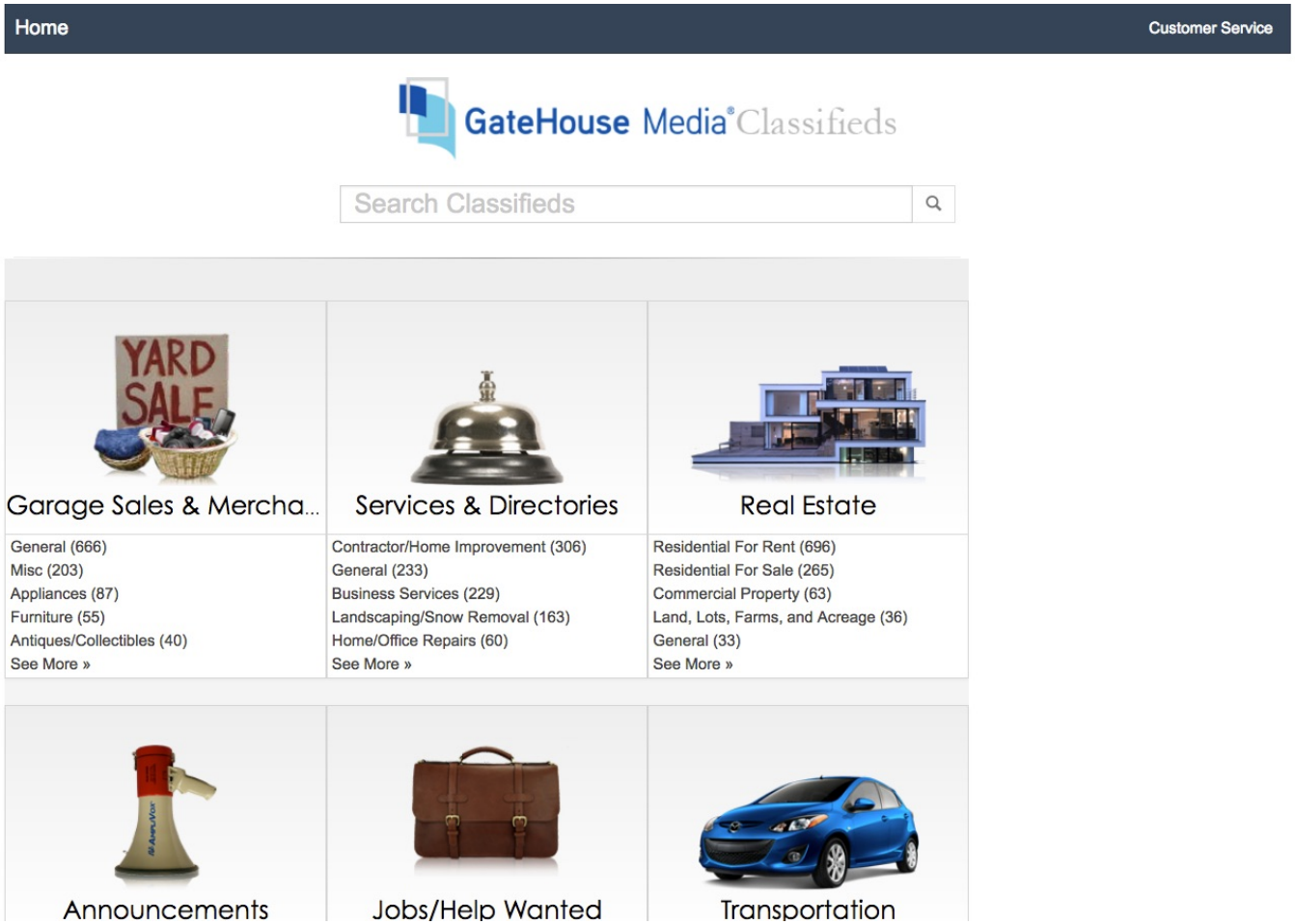
Demo Marketplace and Two Step



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Licensing Options

- Affiliate Program with LeadHax
  - Turnkey with optional branding
  - Facebook and Programmatic licensing included
  - MLS included
- AdPortal Digital Real Estate
  - Complete white label with your branding
  - Includes O&O, programmatic and Facebook – print optional
  - Facebook and Programmatic licensing optional
  - We use your MLS
- AdPortal Real Estate Platform
  - Complete white label with your branding
  - Includes print, all three digital products and Marketplace
  - We use your MLS

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Questions & Answers

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THANK YOU!

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