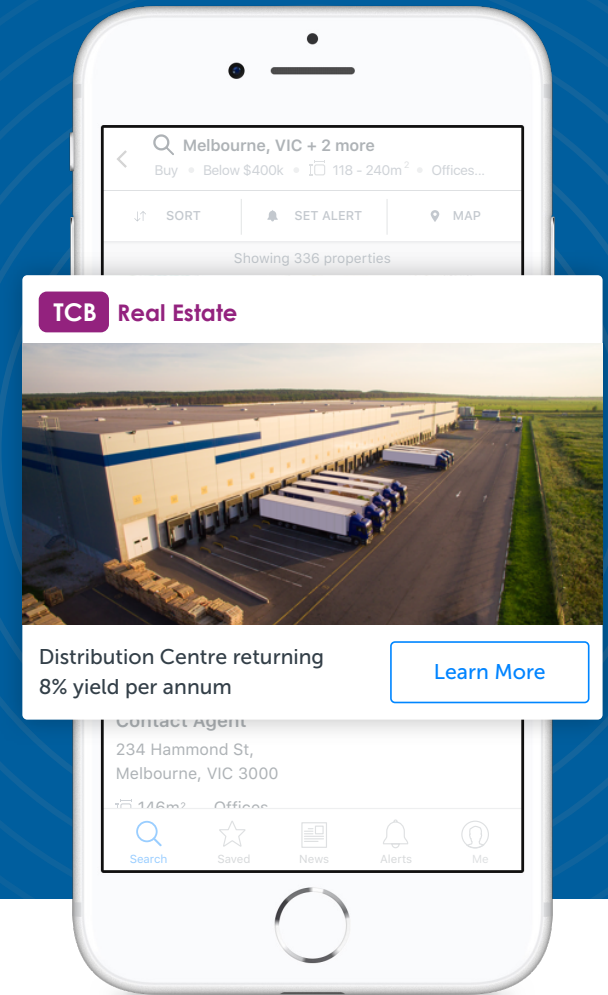


# Your chance to list your property anywhere

Create a point of difference and amplify your campaign by investing in a Native Ad – an advertising product that can help extend your listing to a wider audience by giving you more exposure in search results.

## BENEFITS OF A NATIVE CAMPAIGN INCLUDE:

- ✓ Access to an audience seeking property similar to yours beyond the listing suburb:
  - National
  - State
- ✓ Target property seekers onsite, across search result and across desktop, mobile, iOS and Android
- ✓ Flexibility to target property seekers by asset:
  - Shop & Retail
  - Warehouse, Factory & Industrial
  - Offices
  - Development Sites & Land



# The flexibility to create a targeted campaign

## 1. Target your campaign

### CHANNEL

For Sale

For Sale & Lease

Sold

Leased

### LOCATION

For Sale

State

Region

All

### ASSET CLASS

Shop & Retail

Warehouse, Factory  
& Industrial

Offices

Development  
Sites & Land

## 2. Choose audience reach & timing

### NO. OF TIMES AD SERVED PER MONTH

10,000

20,000

30,000

40,000

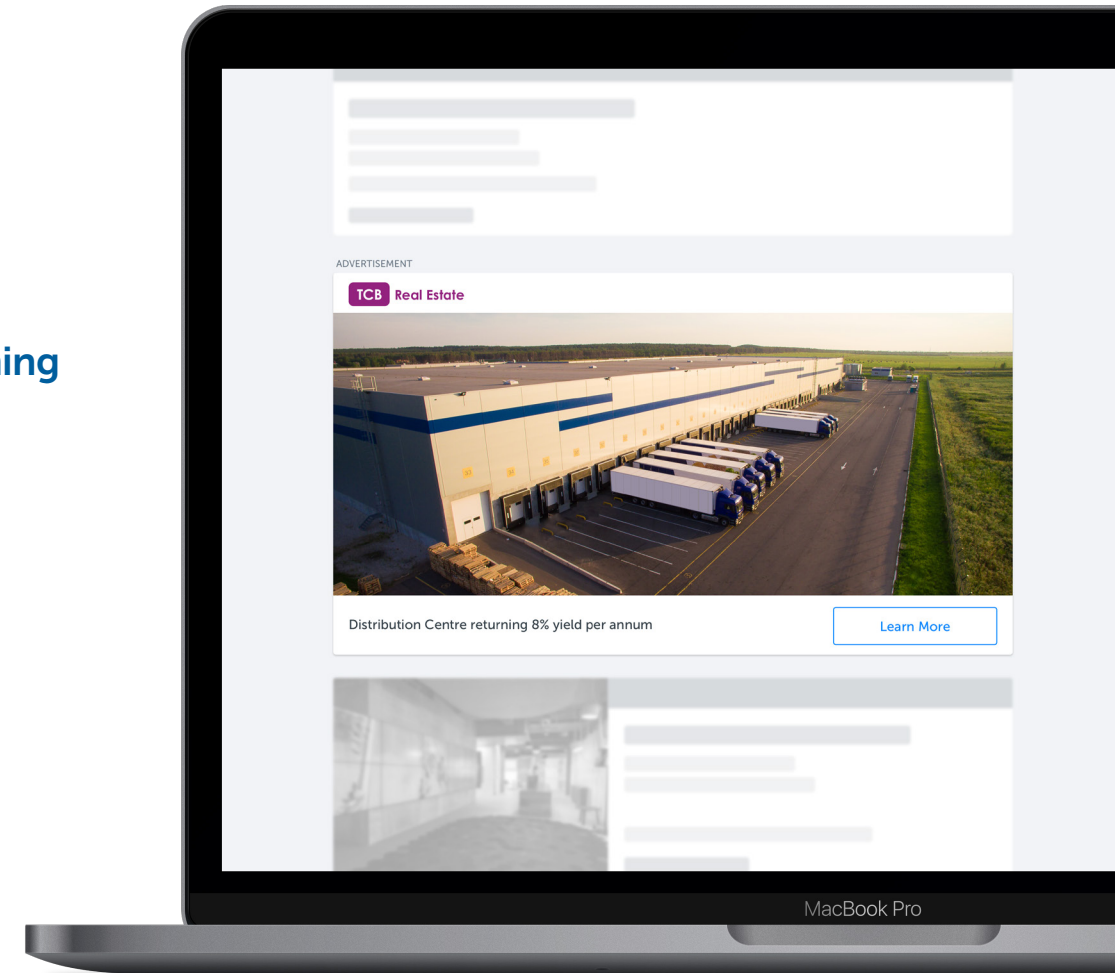
### NO. OF MONTHS CAMPAIGN LIVE

1 month

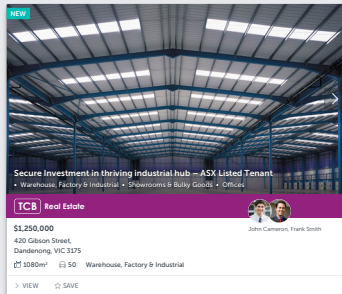
2 months

3 months

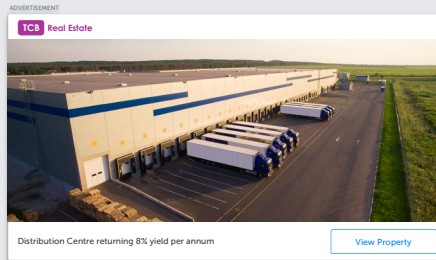
4 months



# How to extend your audience reach



Upgraded listing



Targeted Native Ad Campaign



Maximised onsite  
audience reach

Speak to your Account Manager to book your Native Ad Campaign

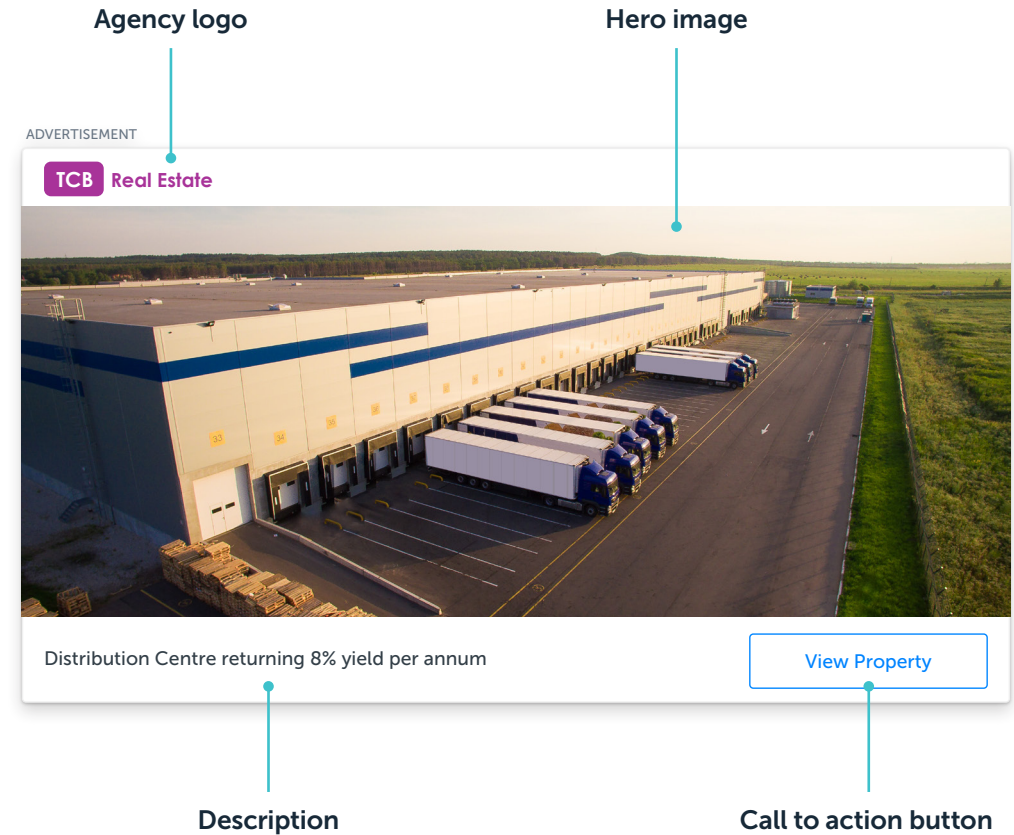
# Design tips for creating an effective Native Ad

## What to include:

- ✓ **Hero image**  
Ensure your image relates to the site and highlights the location and property features
- ✓ **Agency logo**  
Stand out from your competition and grow your brand
- ✓ **Description**  
Be clear on what the property is used for (lease / purchase / investment) and communicate value – property / location benefits, history or return on investment
- ✓ **Call to action button**  
Entice the user to click for detail

## Things to avoid:

- ✗ **Dark or black and white images**  
These can be perceived as cold and less welcoming
- ✗ **Lack of listing detail or generalisation**  
If the description lacks key details, the click through rate may be affected
- ✗ **Text over hero image**  
Hero image may not include text or copy, except 'sold' after a property has been moved off-market



# How to supply your creative

Review the creative checklist and email through all of the relevant information to your account manager.

## CREATIVE CHECKLIST



### Logo

Size 450px x 75px, 10kb static JPEG or PNG



### Hero image

Size 1200px x 500px, 60kb static JPEG or PNG



### URL to click through to (or listing ID)



### Ad text

Up to 50 characters including spaces



### Choice of a single call to action from:

- View Details
- View Property
- View Properties
- Learn More
- Enquire
- Contact Agent



You may supply **up to 3 hero images** with corresponding descriptions for your Native campaign

## Hero Image Safe Area

Ensure key creative assets are within the Safe Area. While the native ads have a set height, the width is responsive to the size of device the ad is shown on. This means there may be minor automatic cropping of the image when the ad is served on some devices.

### SUPPLIED IMAGE



### THE 'SAFE' AREA

