

Strategies for Driving Significant Real Estate Revenue: Both digital and print

Presenters:

Brian Gorman, Executive Vice President, Chief Revenue Officer - *iPublish Media* Eric Bloom, Director of Real Estate - *Bay Area News Group*



Brian Gorman

Executive Vice President, Chief Revenue Officer iPublish Media



Today's Presentation

- iPublish Media Solutions
- AdPortal Real Estate
- Welcome to LeadHax lead with a digital strategy
- Custom Branding
- Powerful Reporting
- LeadHax as a Sales Tool its impact on overall RE sales
- A New Initiative LeadHax pro targeting the brokers
- Leadhax Support and Results
- How Do I License it



IPublish Media Solutions

- The leader in self-service advertising
- We support DIY workflow solutions for all categories
- Real Estate is one of our leading categories
- 650+ websites and growing in the US nearly 100 offer real estate
- Totally automate e-commerce, creative build and fulfillment into one workflow
- Delivers a compelling ROI increase revenue and decrease operational costs
- Rock solid software offers flexibility and scalability
- Advanced data handling capability for reverse publishing of MLS and broker feeds
- LeadHax was a complete custom development effort based on AdPortal



Totally Automated e-commerce Workflow

Typical Sales Workflow



3 Fulfill the Campaign

Our Workflow

Prospect/Sell/Close Build the Creative during the ordering process Google Ad Manager

facebook

🕐 theTradeDesk

centro

Automated Campaign Fulfillment





AdPortal Real Estate

- BANG approached us with the LeadHax idea
- Wanted to create a new brand
- To compete with AdWerx
- We launched in 90 days
- Challenge iPublish with an idea

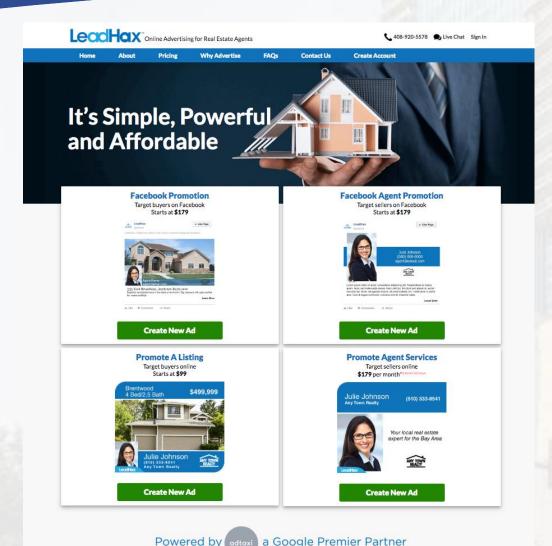




Eric Bloom

Director of Real Estate Bay Area News Group





Welcome to LeadHax

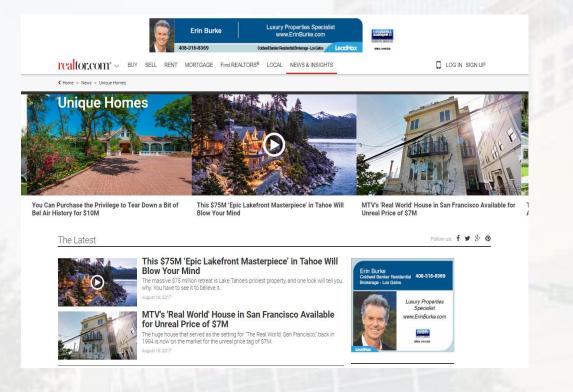
- Self serve online advertising for Realtors
- Banner display or Facebook for listings or self promotion
- Short campaign flights and powerful targeting
- Automatically send out reporting to the agent
- Ability to retarget the agent's seller with their listing ad



Custom Branded Units

Brief Review: How it Works

- LeadHax creates programmatic digital ad campaigns for Realtors : Simple, powerful, and affordable
- Behavior and Geo targeted Real Estate intent based on past online behavior, plus 30 data segments to further define interested homebuyers and sellers



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xplore Pages Pages Coups Groups Friend Lists Ads Manager Insights Games Fundraisers Live Video On This Day	LeadHax Sponsored (demo) - • WILLOW GLEN Charmer & Move-In Read and Sat & Sun. 12-5pm		Trending US Income Tax How President Trump's tax pl you - msn.com Rick Pitino Rick Pitino Out as Louisville b amid federal probe - foxbusin Iraqi Kurdistan Kurdis vole in favor of independent Iraq - cnn.com See More Sponsored	an would affect asketball coach ess.com
) On This Day See More • Page - Group - Event - ndraiser	Pat Kapowich (408) 2 Pat@SiliconValleyBrok In Community @ 1900 Meridia Offered at \$942,500 this Detached Single-Ston Central Air, 2 Car Attached Garage, Patios & T TOURS.TOURFACTORY.COM	an Ave, San Jose 95125 ry, Large 2 Bed/2 Bath Home with	Community @ 1900/endition tours tourfactory.com WILLOW GLEN Charmer & Move OPEN HOUSE: Thurs. 10-1pm an 12-5pm	-In Ready!



Robust Reporting

Sample Ad Performance

Based on a \$179 monthly campaign



🔺 Like Page

Just Sold! Call Moe for other great listings in the neighborhood.



20120 Williamsburg Lane, Saratoga \$2,498,000 In the sought-after Blue Hills neighborhood of Saratoga, with close proximity to Apple & Netflix campuses!

Learn More

🖶 Like 📕 Comments 🛛 🏕 Share

Facebook Listing 4,197 Ad Views 343 Clicks 8.17 % CTR



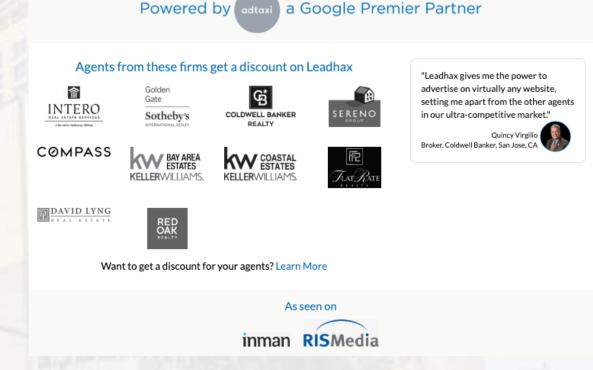
Display Listing 20,001 Ad Views 76 Clicks .38 % CTR

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What it's meant to our RE department

- LeadHax is packaged with most of our print solutions
- As a result have realized 3x the LeadHax revenue in other RE products
- Automatic sales tool in that it sends out robust reports weekly
- Able to present again in Broker office meetings
- Have over 1,000 new accounts
- Run 8,000 campaigns mostly coming from renewals
- The real business model is our Pro version





LeadHax Pro -Partner with the Brokers





LeadHax Pro Broker Packages

THE ULTIMATE BRAND BUILDING TOOL FOR BROKERS

Boost Your Entire Listing Inventory for 7 Days

Each listing receives 5,000 ad impressions Include seller in targeted in action

audience so they see the ad

The Listing Agent Gets a Dashboard Report Via Email

- Show ad views, clicks and clickthrough rate
- Agent can share report with seller

Branding for Your Company

- Custom template with your logo and corporate colors
- Ad generation is 100% automated
- Enhances Broker ability to recruit and retain top agents

Agent is Prompted to Extend the Ad for 2 or 4 Weeks

After the first week, agent has the option to renew the campaign at a discounted rate Agents choose from listing or brand building options on display network or Facebook and Instagram.

Boost Your New Listings the Same Way

- Ads are created automatically for each new listing detected in the Broker Data Feed
- Ads run programmatically on the web
- 5,000 impressions over 7 days

Design and build a total inventory campaign for the Broker

- Broker sends listing feeds to LeadHax 1.
- LeadHax automatically builds listing ads
- 3. Ads run on web and mobile for 1 week
- 4. Billed to the Broker but agents receive the reports
- 5. Agent picks up the campaign and pays by CC



LeadHax Pro -Partner with the Brokers

Broker Cost & Impression Guide

Broker pays \$19 per listing.

*Broker maintains \$19 rate for each new listing's first week of 5,000 ads-requires 30% average renewal rate by listing agents of \$49 or more per month.

Listings – Total Inventory Start Up	Total Inventory Start Up Cost	Total Inventory Start Up Impressions	Onging Monthly Cost *Based on estimated 30% of Total Inventory Start Up	Onging Monthly Broker Impressions	Monthly Agent Impressions *Based on estimated 30% of Total Inventory Start Up	Total Monthly Impresions	Effective CPM
25	\$475	125,000	\$143	37,500	37,500	75,000	\$1.90
50	\$950	250,000	\$285	75,000	75,000	150,000	\$1.90
75	\$1,425	375,000	\$428	112,500	112,500	225,000	\$1.90
100	\$1,900	500,000	\$570	150,000	150,000	300,000	\$1.90

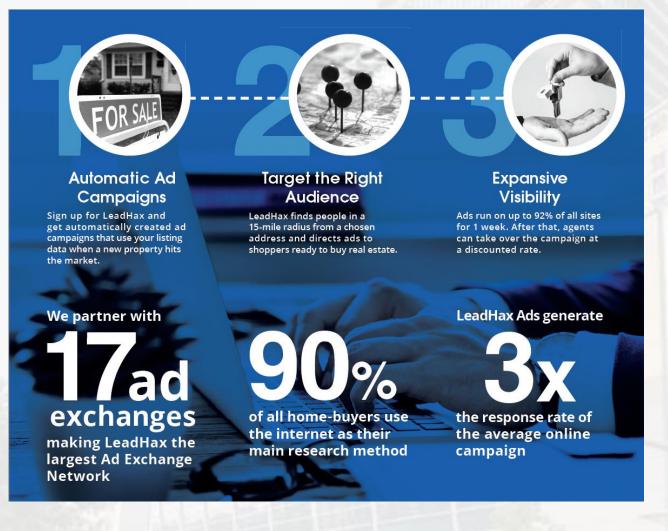
Broker pays \$39 per listing.

*Rate does not require agent renewal rate obligation.

Listings – Total Inventory Start Up	Total Inventory Start Up Cost	Total Inventory Start Up Impressions	Onging Monthly Cost *Based on estimated 30% of Total Inventory Start Up	Onging Monthly Broker Impressions	СРМ
25	\$975	125,000	\$293	37,500	\$7.81
50	\$1,950	250,000	\$585	75,000	\$7.81
75	\$2,925	375,000	\$878	112,500	\$7.81
100	\$3,900	500,000	\$1,170	150,000	\$7.81

- 1. 100 listing company receives 300,000 monthly impression
- 2. Expect 1000 clicks
- 3. For less than \$500
- 4. Think of it as a marketing budget
- 5. Powerful for recruitment and retention





LeadHax Support

1. Design landing page and ad units

- 2. Secure and manage listing data feed
- 3. Support with live chat
- 4. Collateral and best practices provided



Brian Gorman

Executive Vice President, Chief Revenue Officer iPublish Media



14



How Do I License it?

Two Options:

- 1. License directly from BANG
 - 1. Turnkey LeadHax
 - 2. Your branding and rates
 - 3. Generous discount
 - 4. All revenue flows through BANG and they do support and training
- 2. License AdPortal Real Estate from iPublish
 - 1. Total white label solution
 - 2. Custom packages, products including print, your rating etc.
 - 3. You handle support and training
 - 4. Automated into your environment billing and fulfillment
 - 5. Low monthly fee plus rev share on targeted campaigns



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