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

Presenters:

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Eric Bloom, Director of Real Estate - *Bay Area News Group*

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Brian Gorman

Executive Vice President, Chief Revenue Officer

iPublish Media

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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

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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

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Totally Automated e-commerce Workflow

Typical Sales Workflow

Our Workflow

Prospect/Sell/Close

Build the Creative during the ordering process

facebook. centro

Google Ad Manager

theTradeDesk

Automated Campaign Fulfillment

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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

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Eric Bloom

Director of Real Estate

Bay Area News Group

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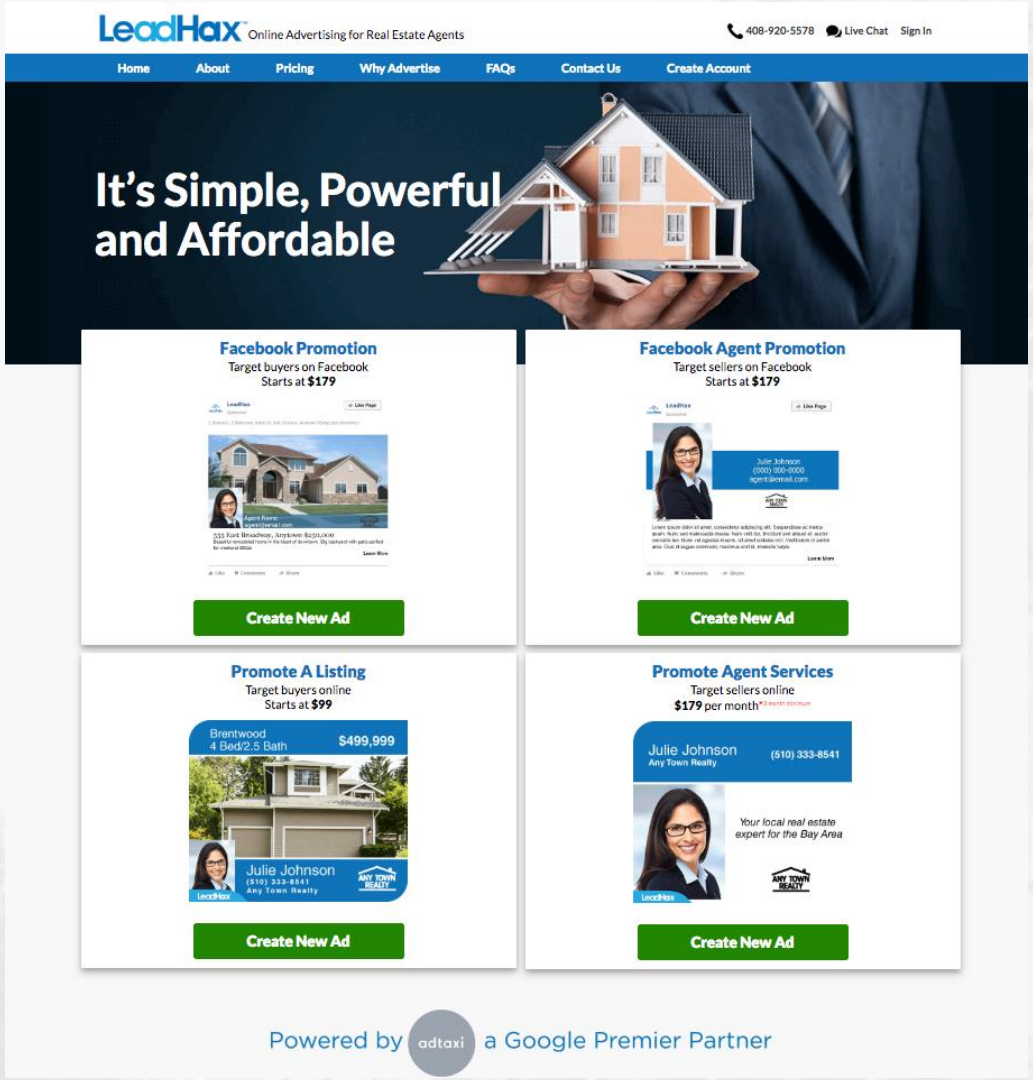

Welcome to LeadHax

- 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

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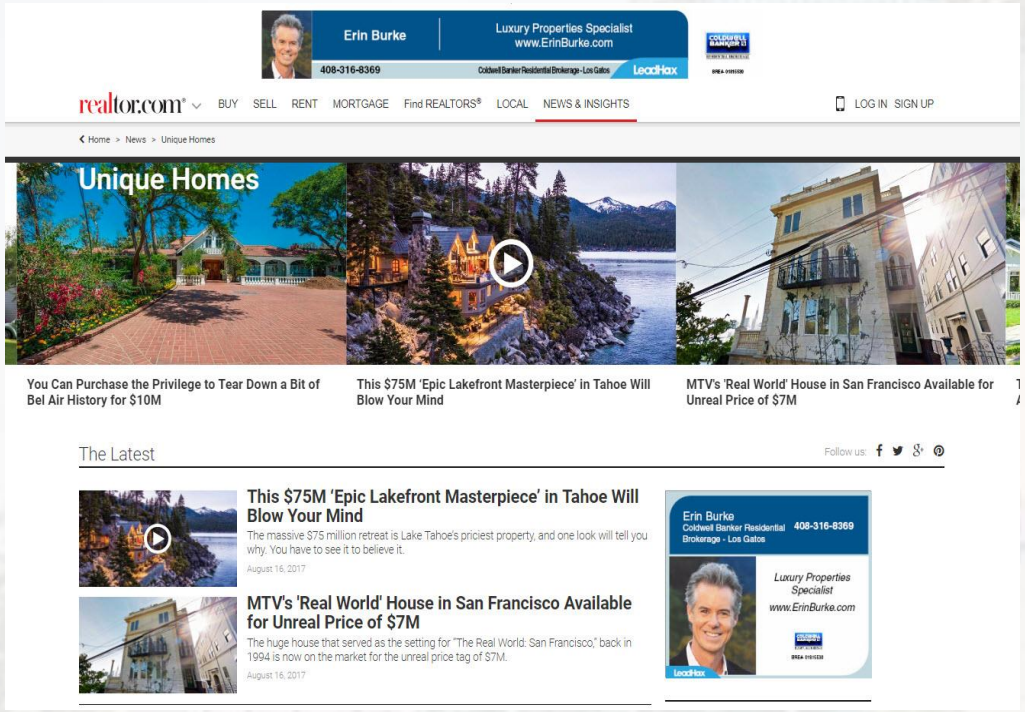
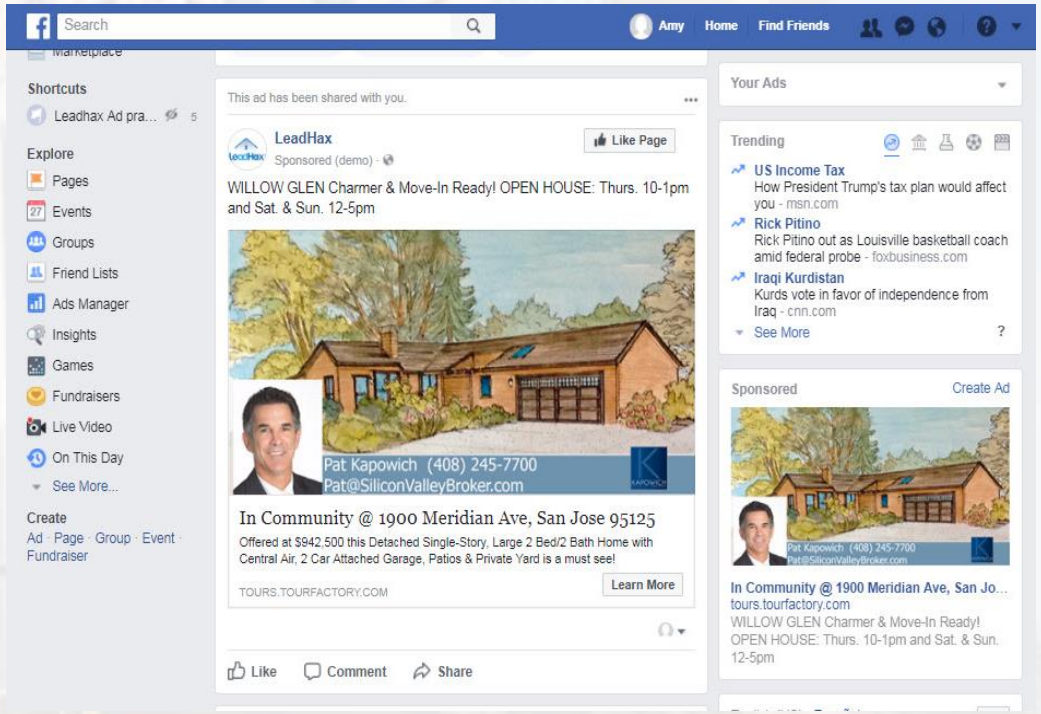
Custom Branded Units

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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Robust Reporting

Sample Ad Performance

Based on a $179 monthly campaign

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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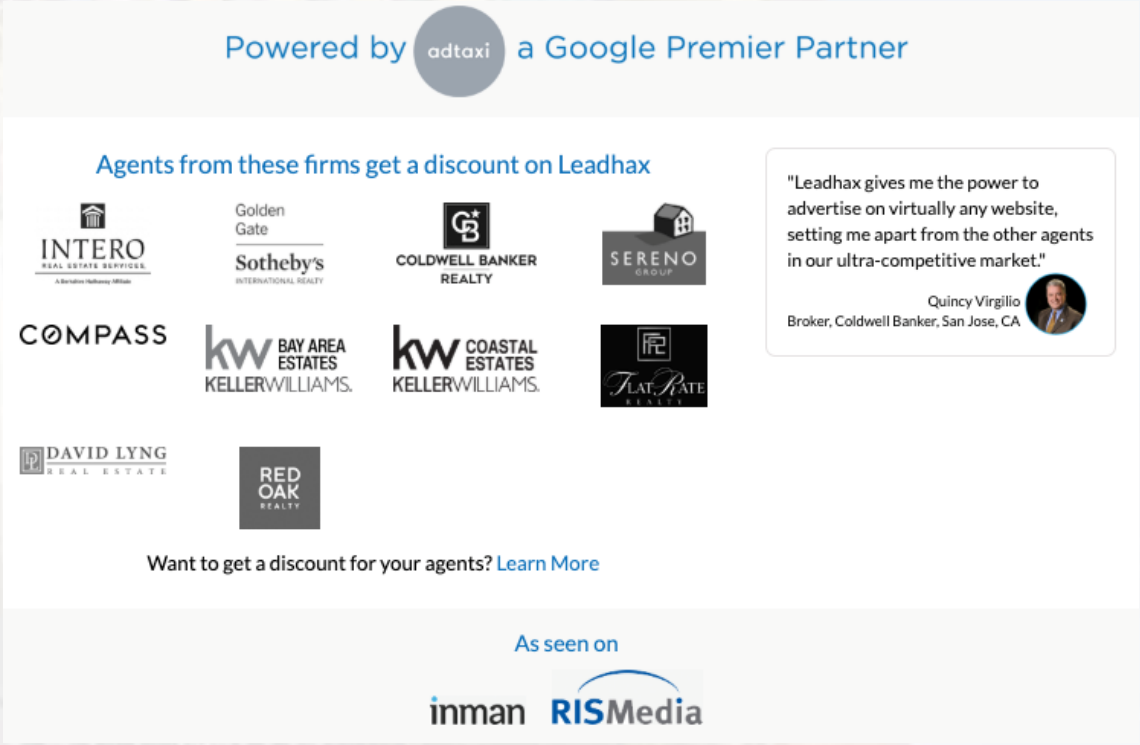
What it's meant to our RE department

- 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



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LeadHax Pro -Partner with the Brokers

Design and build a total inventory campaign for the Broker

1. Broker sends listing feeds to LeadHax
2. 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

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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	CPM
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

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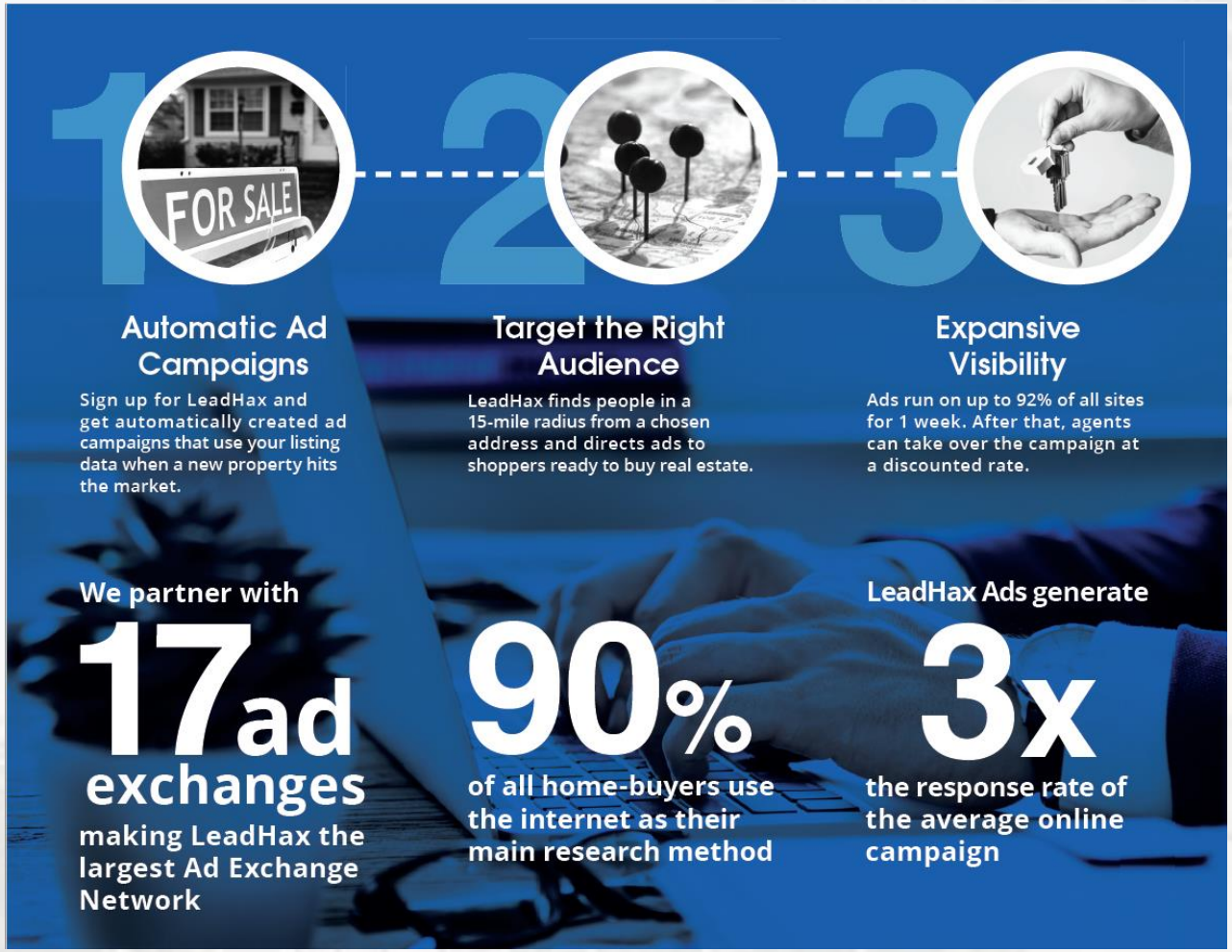

LeadHax Support

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

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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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