

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



Our Workflow

Prospect/Sell/Close
Build the Creative during
the ordering process





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

The screenshot displays the LeadHax website interface. At the top, the navigation bar includes links for Home, About, Pricing, Why Advertise, FAQs, Contact Us, and Create Account. A prominent banner features the text "It's Simple, Powerful and Affordable" alongside an image of a hand holding a house model. Below the banner, four distinct ad templates are showcased, each with a "Create New Ad" button:

- Facebook Promotion:** Target buyers on Facebook. Starts at \$179. The ad shows a house and a "LeadHax" logo.
- Facebook Agent Promotion:** Target sellers on Facebook. Starts at \$179. The ad features a profile for Julie Johnson, a real estate agent.
- Promote A Listing:** Target buyers online. Starts at \$99. The ad displays a house listing for "Brentwood 4 Bed/2.5 Bath" priced at \$499,999, along with Julie Johnson's contact information.
- Promote Agent Services:** Target sellers online. \$179 per month. The ad features Julie Johnson's profile and the text "Your local real estate expert for the Bay Area".

At the bottom of the page, it states "Powered by axtaxi a Google Premier Partner".

- 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

Erin Burke | Luxury Properties Specialist
www.ErinBurke.com
408-316-8369 | Coldwell Banker Residential Brokerage - Los Gatos | LeadHax

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Home > News > Unique Homes

Unique Homes

You Can Purchase the Privilege to Tear Down a Bit of Bel Air History for \$10M

This \$75M 'Epic Lakefront Masterpiece' in Tahoe Will Blow Your Mind

MTV's 'Real World' House in San Francisco Available for Unreal Price of \$7M

The Latest

This \$75M 'Epic Lakefront Masterpiece' in Tahoe Will Blow Your Mind
The massive \$75 million retreat is Lake Tahoe's priciest property, and one look will tell you why. You have to see it to believe it.
August 16, 2017

MTV's 'Real World' House in San Francisco Available for Unreal Price of \$7M
The huge house that served as the setting for "The Real World: San Francisco," back in 1994 is now on the market for the unreal price tag of \$7M.
August 16, 2017

Erin Burke
Coldwell Banker Residential Brokerage - Los Gatos
408-316-8369
www.ErinBurke.com
Luxury Properties Specialist
www.ErinBurke.com

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Shortcuts

LeadHax Ad pra... 5

Explore

Pages

Events

Groups

Friend Lists

Ads Manager

Insights

Games

Fundraisers

Live Video

On This Day

See More...

Create

Ad Page Group Event Fundraiser

This ad has been shared with you.

LeadHax
Sponsored (demo)

WILLOW GLEN Charming & Move-In Ready! OPEN HOUSE: Thurs. 10-1pm and Sat. & Sun. 12-5pm

Pat Kapowich (408) 245-7700
Pat@SiliconValleyBroker.com

In Community @ 1900 Meridian Ave, San Jose 95125
Offered at \$942,500 this Detached Single-Story, Large 2 Bed/2 Bath Home with Central Air, 2 Car Attached Garage, Patios & Private Yard is a must see!
TOURS.TOURFACTORY.COM

Like Comment Share

Your Ads

Trending

US Income Tax
How President Trump's tax plan would affect you - msn.com

Rick Pitino
Rick Pitino out as Louisville basketball coach amid federal probe - foxbusiness.com

Iraqi Kurdistan
Kurds vote in favor of independence from Iraq - cnn.com

See More

Sponsored

Create Ad

In Community @ 1900 Meridian Ave, San Jo...
tours.tourfactory.com
WILLOW GLEN Charming & Move-In Ready! OPEN HOUSE: Thurs. 10-1pm and Sat. & Sun. 12-5pm

Robust Reporting

Sample Ad Performance

Based on a \$179 monthly campaign

LeadHax
Sponsored

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



Moe Baniani
moe@apr.com

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

Sun-Filled 1-Story
Cambrian 3 Bd/2 Ba \$1,288,000



Patrick J Kapowich
408-245-7700
Kapowich Real Estate

KAPOWICH REAL ESTATE
BRE# 00070413

LeadHax

Display Listing


20,001 Ad Views

76 Clicks










.38 % CTR

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

Powered by  a Google Premier Partner


Agents from these firms get a discount on Leadhax

| | | | |
|---|--|---|---|
|  | Golden Gate  |  |  |
| COMPASS |  |  |  |
|  |  | | |

Want to get a discount for your agents? [Learn More](#)

As seen on  

"Leadhax gives me the power to advertise on virtually any website, setting me apart from the other agents in our ultra-competitive market."

Quincy Virgilio
Broker, Coldwell Banker, San Jose, CA 

LeadHax Pro -Partner with the Brokers



LeadHax Pro Broker Packages

THE ULTIMATE BRAND BUILDING TOOL FOR BROKERS



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 Entire Listing Inventory for 7 Days

- Each listing receives 5,000 ad impressions
- Include seller in targeted audience so they see the ad in action

The Listing Agent Gets a Dashboard Report Via Email

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

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

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

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 | Ongoing Monthly Cost <small>*Based on estimated 30% of Total Inventory Start Up</small> | Ongoing Monthly Broker Impressions | Monthly Agent Impressions <small>*Based on estimated 30% of Total Inventory Start Up</small> | Total Monthly Impressions | 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 | Ongoing Monthly Cost <small>*Based on estimated 30% of Total Inventory Start Up</small> | Ongoing 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

1 **Automatic Ad Campaigns**
Sign up for LeadHax and get automatically created ad campaigns that use your listing data when a new property hits the market.

2 **Target the Right Audience**
LeadHax finds people in a 15-mile radius from a chosen address and directs ads to shoppers ready to buy real estate.

3 **Expansive Visibility**
Ads run on up to 92% of all sites for 1 week. After that, agents can take over the campaign at a discounted rate.

We partner with **17 ad exchanges** making LeadHax the largest Ad Exchange Network

LeadHax Ads generate **90%** of all home-buyers use the internet as their main research method

3x the response rate of the average online campaign

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

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

Visit the iPublish Media Booth #213



Eric Bloom

ebloom@bayareanewsgroup.com

(916) 765-1236



Brian Gorman

bgorman@ipublishmedia.com

(781) 858-3507