

RESIDENTIAL DIGITAL PACKAGES

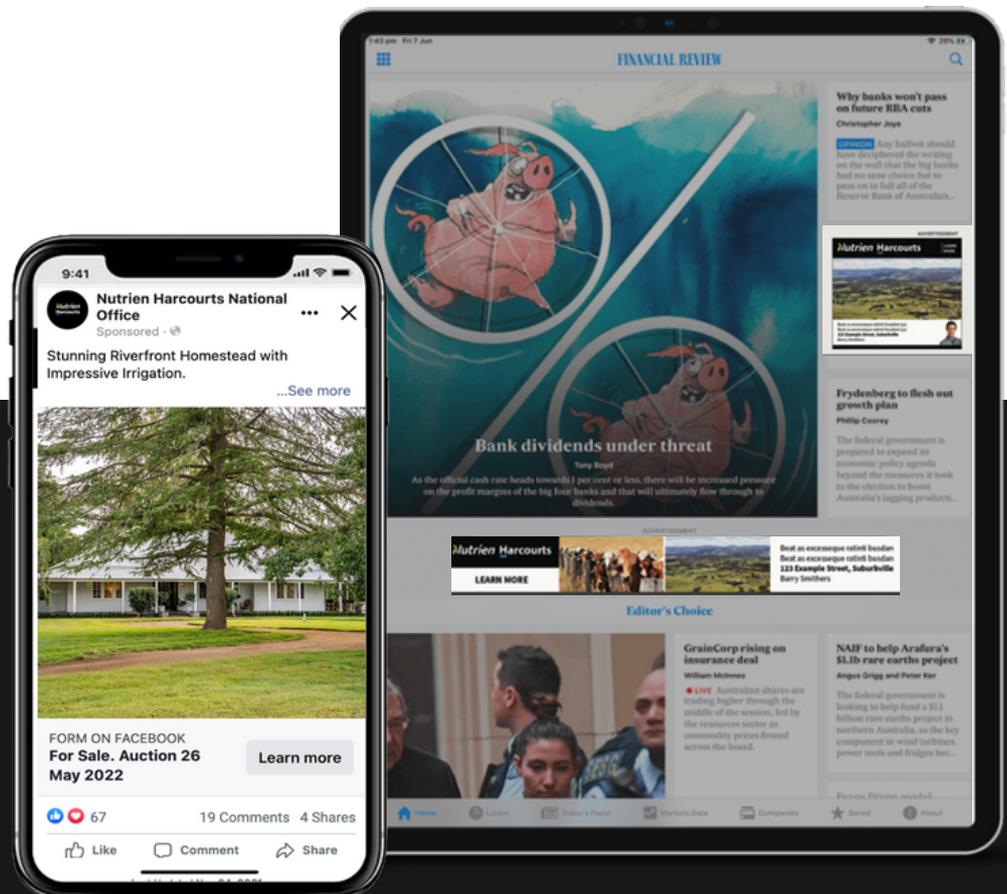
Nutrien Harcourts Digital Packages, maximizing exposure and showcasing your Property to thousands of potential buyers.

Nutrien Harcourts digital packages leverage the most powerful marketing tools in the world being google and facebook. Targeting both passive and active buyers and using unique location, demographic and behavior targeting technology to place your property in front of the most qualified buyers, with campaigns specifically designed to generate leads.

Digital Package Features

- Engaging & attractive digital ad design
- Hyper audience targeting ad technology
- Facebook lead-generation ads including mobile
- Google social display ads including mobile
- Advanced ad retargeting technology

With 96% of Australians using the Internet and spending 5+ hours online every day. Digital is now part of everyday life.



DIGITAL PACKAGE DETAILS

FACEBOOK ADS

89% of Australians use Social Media weekly, spending 2+ hours per day with their favorite sites.

Social media advertising is a much more effective way to nurture leads and transform prospective buyers into sales. This is because social media allows you to engage and interact with potential buyers, unlike any other advertising platform.

Driving greater awareness of your Property and more leads and traffic to your Property URL. Using Lead-Generation ad campaigns and powerful ad targeting and re-targeting of Property ads, we achieve excellent engagement and reach more of the right people.

MOVING BEYOND TRADITIONAL PROPERTY WEBSITES

Nutrien Harcourts Digital finds both passive and active buyers who may not be on the traditional property websites.

On average, our digital ad campaigns generate an average of **5,567 Clicks** to the property listing on the Nutrien Harcourts website, and **82 Leads** sent directly to the Nutrien Harcourts Property Agent.

TARGETING + RETARGETING

Advanced targeting matched to your property and area means Nutrien Harcourts Digital packages find more prospective buyers online.

Retargeting ad technology keeps your property in front of potentially interested buyers more often to drive engagement further.

GOOGLE SOCIAL DISPLAY ADS

Buyers see Display ads every time they surf the web, across many different sites such as Weather, email, sport, news, agriculture. Display reaches potential buyers across the most visited websites throughout the day, when they are most likely to engage.

Digital display is an effective way to increase your Property presence online and get more people clicking on your Property URL.

Engage different types of audiences, using hyper targeting based; behavior, location and online interests, geo-targeting, keyword search, re-targeting, geo-fencing and category targeting.



DIGITAL PACKAGE OPTIONS



	Price Inc. GST	Facebook Lead Ads	Google Social Display Ads	Retargeting	Ad Campaign Length	*Typical Ad Performance
Residential Digital Starter Package Local Market	\$550	✓	✓	✓	14 days	20-30k ads 500-600 clicks 10-15 leads
Residential Digital Premium Package Local Market+	\$630	✓	✓	✓	14-21 days	30k-40k ads 600-700 clicks 15-20 leads
Residential Digital Premium Extend Regional Coverage	\$890	✓	✓	✓	21-28 days (selectable)	40k-50k ads 800-900 clicks 30-40 leads
Residential Digital Elite Package Regional + Metro	\$1500+	✓	✓	✓	21-28 days (selectable)	60k-80k ads 1000-1100 clicks 50-70 leads

* Note that number of ads and clicks is highly variable and depends on the property type, geographic area and other factors like seasonality