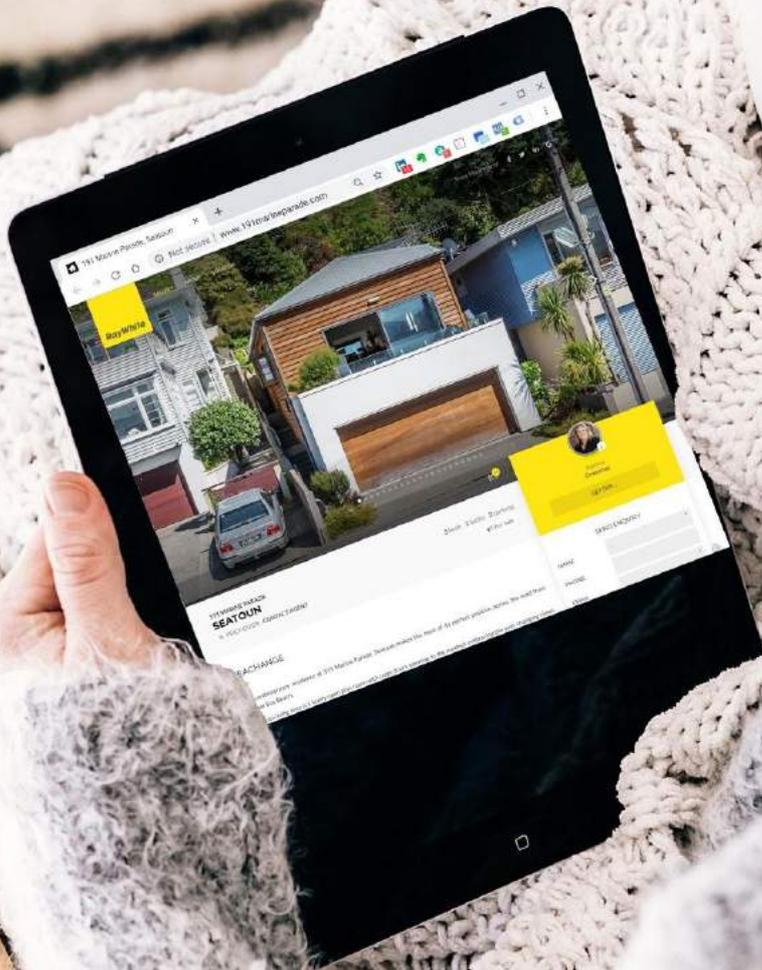
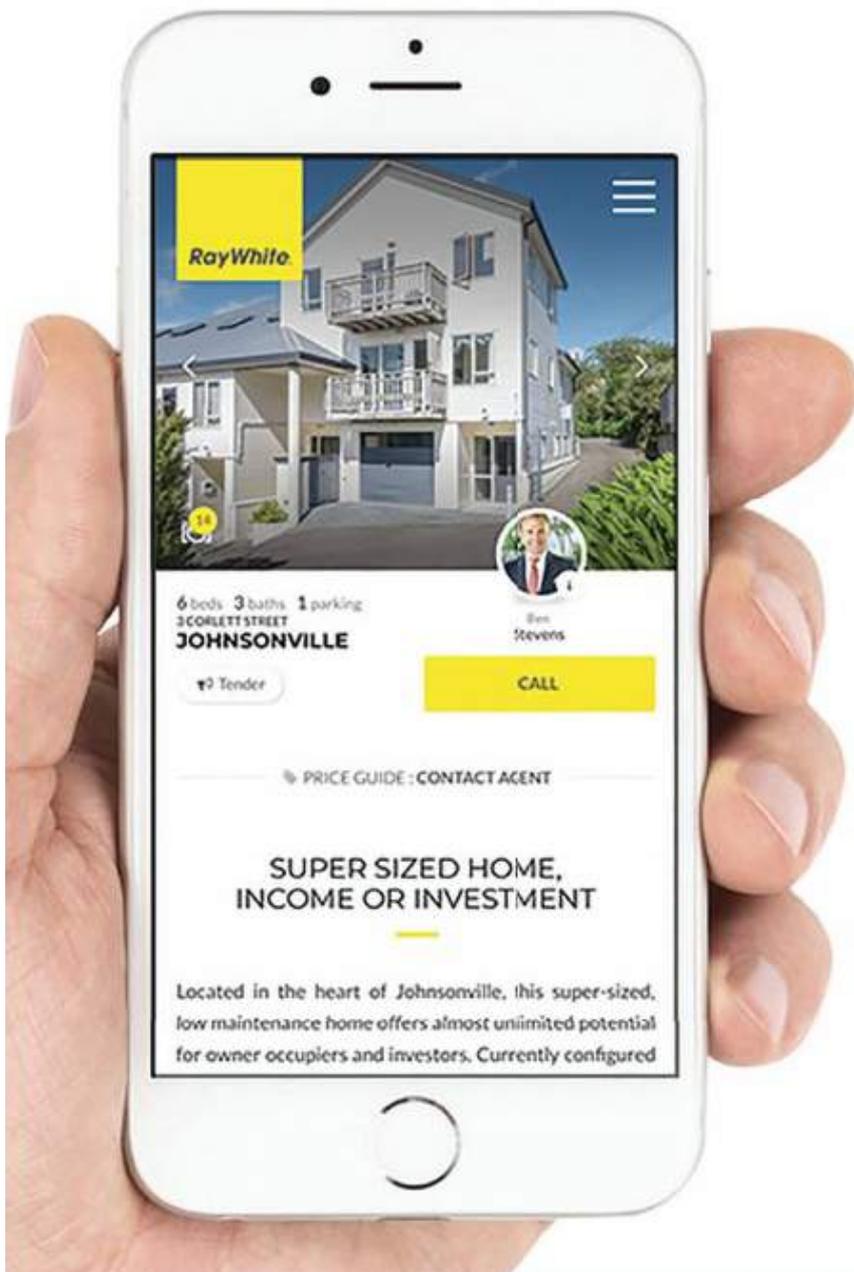


RayWhite



Ray White Leaders
Digital First

RayWhite®



**Selling
your home?**

**The power's
in your hand**

**Digital Marketing
to over 600,000
smartphones**

**Exclusive to
Ray White Leaders**

rwdigital.co.nz



The Ultimate in Digital Marketing

When it comes to marketing, we use the same tried and tested mediums as every other Real Estate company - **with one exception...**

We have the most effective and innovative property marketing strategy available, and it's exclusive to Ray White; **AIM - Advanced Internet Marketing.**

campaigntrack™

“...the largest property re-marketing audience in NZ...”

“...sets Ray White Leaders apart from all other offices...”

“..over 600K different users...”

“With the largest property re-marketing audience in NZ, over 600K and growing, each listing is able to harness the power of Google and Facebook through re-marketing.

This allows the property to re-market to an audience pool users, that have already shown interest in similar properties.

What sets Ray White Leaders apart from all other offices, is the magnitude of the size of the audience pool. Your listing is able to tap into the past history of and future actions of over 600K different users, ensuring that the most relevant audiences view your listing. “

**Loren Lopez - Manager
CampaignTrack**

AIM

Advanced Internet Marketing

Advanced Ad Targeting. Our expert teams use the power of Google & Facebook advanced targeting to get to the right audience. We also target visitors of similar recently sold properties to reach the most relevant social media and internet users.

Exclusive to Ray White Leaders....

Your Unique Property Website (UPW)

- eg www.youraddress.com
- Your property's own website with a custom URL matching the address.
- Lightning fast and made for mobile, these websites enable retargeted marketing and drive engagement
- All advertising directs traffic straight to your own website
- Thumbnail advertisement in the Dominion Post promoting your website
- Dedicated website for all digital advertising rwdigital.co.nz



How it Works



Advance Targeting

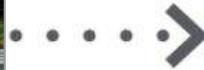
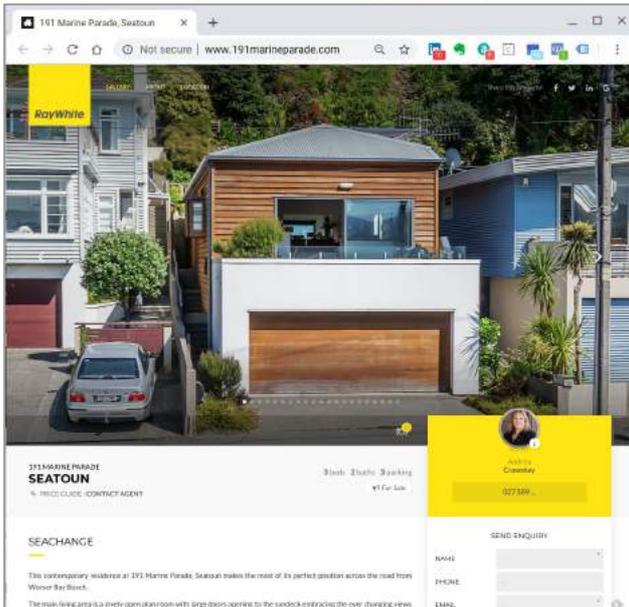
She sees this property ad based on her demographic, interest and location.



Clicks on ad.



Property Website



Tracked throughout the web and retargeted across devices.



Visits another site later.



Visits the website again and clicks to call agent.

Sees ad again & recaptures her interest and clicks.



The Results

272
MILLION

Brand
Impressions
(Number of views)

1.76
MILLION

Clicks to the
UPW's
(unique property website)

1000
+

On average, every person
in Wellington, has seen
our AIM marketing over
1000 times.

Wellington
Region

600,971

Total Audience Pool

69.4%
Female

30.6%
Male

63.9%
Mobile

18.8%
Tablet

17.3%
Desktop

0%
Age 18-24

43.5%
Age 25-34

31.8%
Age 35-44

16.4%
Age 45-54

6.8%
Age 55-64

1.5%
Age 65+

ActivePipe is more than just an email marketing program.

It is a system built around machine learning, and knowing what the individual customer is wanting to read. This leads to an extremely higher open rate and a very low unsubscribe rate.

50,172

Registered Individual Recipients

51%

Open Rate

32%

Interaction Rate



Total Coverage





Ray White Digital
1/4 the print cost,
10 x the buyer reach!