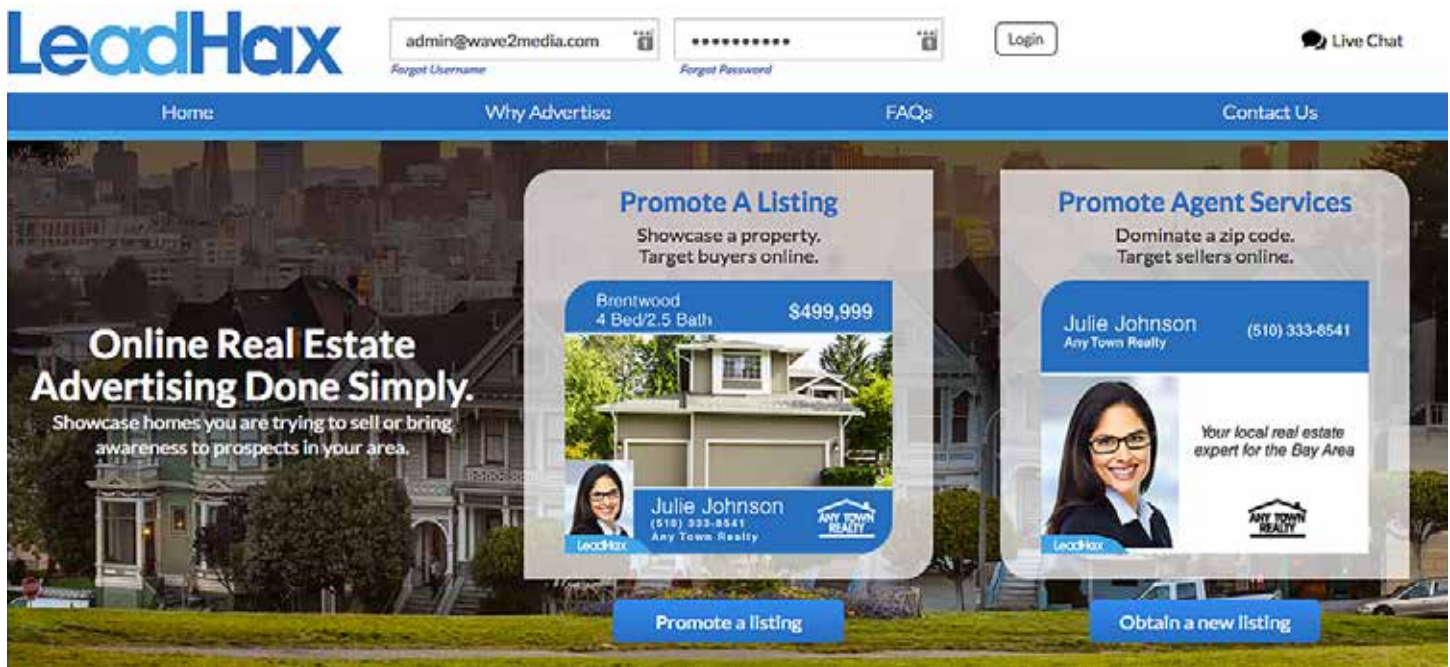


# Self-Service Programmatic Solution Offers An Unlimited Opportunity to Drive Ad Revenue



## CASE SUMMARY

The Bay Area News Group a long time partner of iPublish Media Solutions reached out to see if we could create a website targeted to real estate agents. They wanted to offer programmatic campaigns to be able to compete for this growing opportunity with real estate agents in the Bay Area.

## CHALLENGES

The real estate market is a multi billion advertising market. Newspapers have traditionally sold their print ad products through the local national broker offices. iPublish Media Solutions, formally Wave2 Media Solutions, have been helping our newspaper partners sell print display ads to brokers and agents for well over 5 years. Our AdPortal Real Estate solution is installed at well over 50 markets handling the production and sale of real estate ads worth \$\$millions of dollars of advertising. In all cases our partners have realized a substantial reduction in operating costs along with an increase in revenue and acquisition of new real estate advertisers buying ads.

This model although still effective is being challenged by the changing real estate ad landscape. Real Estate agents have always been independent of the brokers working as independent contractors to the brokers who themselves are typically franchised to the national brand. With the emergence of Zillow, Trulia and social media, real estate agents are taking the initiative creating their own digital ad campaigns foregoing support from the brokers. This market is a growing ad market but is becoming fragmented.

BANG felt the market was ready for an all digital solution and wanted to create a new brand using Leadhax. They discovered that Real Estate Agents know they need a digital presence and many Brokerages do try to support the agents but:

- Digital solutions available for the Real Estate industry are very fragmented, complicated and expensive.
- Digital Spending - agents and brokers, up 2.2% this year, to \$13.9 billion. They spend 75% of their ad budgets on digital. (Borrell 2015).
- BANG's goal was to create a completely self serve programmatic advertising solution for Real Estate.
- It had to be simple, powerful and affordable.

## Self-Service Programmatic Solution Offers An Unlimited Opportunity to Drive Ad Revenue (Continued)

### THE SOLUTION

This is where programmatic advertising comes in. Because programmatic campaigns run across the internet on nationally branded sites and can be targeted to mobile devices they are equally as effective no matter who sells them. This presents newspapers with an unlimited opportunity to drive ad revenue beyond their own websites capturing all new ad revenue as well as new and returning real estate advertisers.

Working with BANG we streamlined AdPortal giving it a simpler workflow and integrating it with live MLS data. BANG created the trademark LeadHax and created the branding. The MLS enhancement allows an agent to point and click to build multiple display ads in order to fulfill a programmatic campaign. AdPortal was enhanced to be able to do this using the agent's own MLS listings without having to login and register first. The MLS data being used is a combination of listings from ListHub an aggregator of nationwide MLS and local MLS that BANG accesses through different partnerships and agreements. AdPortal normalizes and aggregates all of these data sources into a single MLS hub for Bay Area agents so they can very quickly and easily find the listing they're looking for and build the ads.

Four different campaign packages are offered; two to advertise listings and two for the agents to advertise their services. The agents first choose to advertise a listing or their services, they build the ads and then choose a 2 week or 4 week campaign. Just about everything they do is point and click and they're finished in just minutes. The power of the program is in the integration with a powerful DSP where the

campaigns are booked. This is all done automatically through a special interface developed by iPublish Media that creates the campaign in less than a minute. The campaigns are targeted to be delivered within a 15 mile radius of the listings location and a retargeting

pixel is then generated and made available to be placed on the Realtor's website which in turn retargets their website visitors. The ideal scenario is a home buyer visits BANG's real estate site or other real estate focused sites and is then retargeted on their mobile phone as they drive within the 15 mile radius of the agent's office or listing address. As results come in for the campaigns LeadHax captures the results and then emails the agent with a link back to LeadHax so they can view the campaign results, modify an existing campaign and reorder.

### RESULTS

These campaigns offer the same powerful features other more expensive programmatic campaigns offer such as the reporting described above; 70% of all ads are being served above the fold; the click through rates are approaching 1% and inventory is being purchased using real time bidding utilizing 30 real estate data segments. 100% of this revenue is new revenue most of it coming from agents and brokers who are NOT currently doing business with BANG. It's a prime example of creating a new revenue stream selling a new ad product that is beyond the scope of a newspaper's mainstream products.

To learn more about this please visit the iPublish Media Solutions website at [www.ipublishmedia.com](http://www.ipublishmedia.com) or contact iPublish Media directly at [sales@ipublishmedia.com](mailto:sales@ipublishmedia.com). You can also contact us by phone at 508-366-6383 and ask for Brian Gorman.



**Bay Area Real Estate Agents**

Start capturing sizzling-hot, local leads today.

Local buyers and sellers want to hear from you.

**Online real estate advertising made simple**

Learn More

Begin targeting eager buyers and sellers living right in your backyard!

**LeadHax**

**So why aren't they?**  
It's time to start advertising to customers primed for buying and selling a property today.

Whether it's a one-of-a-kind home you're eager to sell or personalized services you want to promote, advertise effortlessly with LeadHax to command the market before your competitors do.

**92% of buyers use the internet for house hunting.** | **Sellers interview only one agent 66% of the time.**

**Advertise. Capture. Close.**  
Packages start at just **\$99**

Use LeadHax today to make sure that **agent is you.**

**LeadHax**  
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