

Digital Marketing Report



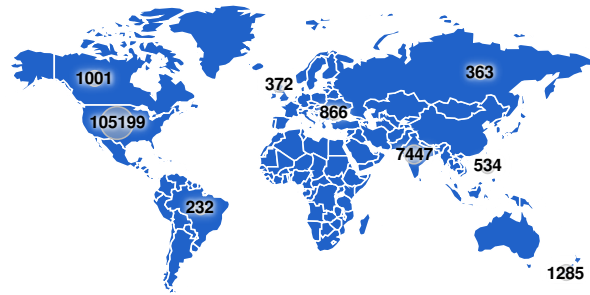
## 2017 Year In Review

Contact:  
[jason@venturesir.com](mailto:jason@venturesir.com)



## Summary of 2017 Web Visitors

Over 100,000 visitors from the US!



## Top Locations of Web Visitors

	Hits	% New Sessions
San Francisco-Oakland-San Jose CA	81,324	68.79
(not set)*	14,957	68.10
Sacramento-Stockton-Modesto CA	3,977	66.20
Los Angeles CA	2,833	69.79
New York NY	1,101	88.16
Washington DC (Hagerstown MD)	1,015	99.65
Portland OR	505	86.12
San Diego CA	484	76.09

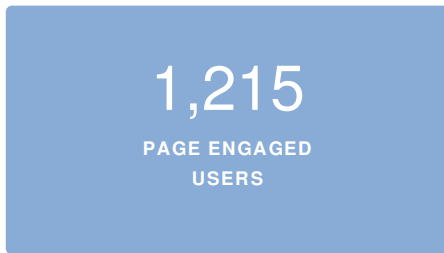
\* Some people browse anonymously and their location is "not set"

# facebook

Connecting with Local Homeowners

## Facebook Metrics from Q4 2017

### Page Engagements



### Age Breakdown












Targeting and connecting with affluent homeowners and qualified buyers

	Unique Page Impressions	Likes
13-17	26	1
18-24	889	46
65+	2,791	169
25-34	4,621	290
55-64	6,091	281
35-44	6,275	353
45-54	6,977	409

### Gender Breakdown

	Unique Page Impressions	Likes
F	17,378	951
M	10,057	579

## Top Performing Posts of Q4 2017

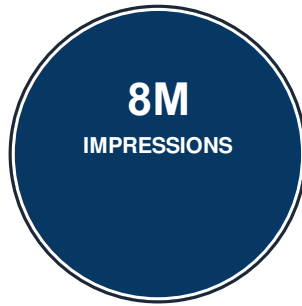
	Post Impressions	Likes	Shares	Comments
 <p>Great minds think alike! Check out our stunning models</p>	1261	23	2	2
 <p>Live from #NewYork - #Ferrari's 70th anniversary</p>	863	15	0	0
 <p>Extraordinary Property of the Day: Timeless Stone Manor in</p>	1067	15	2	0
 <p>Looking forward to a successful 2018 here at Venture Sotheby's</p>	1606	12	4	2
 <p>Romantic and engaging, this home sits majestically on a</p>	1273	10	2	0
 <p>We are excited to be an official collection location for One Warm</p>	1290	9	15	0
 <p>We are connected worldwide! Here our earlybirds enjoyed a</p>	539	7	0	0
 <p>Wonderful single level custom home in the prestigious Golden</p>	894	7	0	0
 <p>venturesir.com</p>	266	6	3	0
 <p>Extraordinary Property of the Day: Inspiring Modern Marvel in</p>	831	5	0	0
 <p>Extraordinary Homes in Northern California: Latest Listings And</p>	393	4	2	0

# Google AdWords

Connecting With Local Homeowners

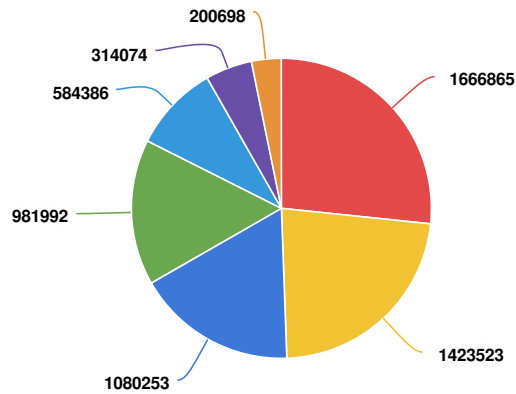
Metrics from the past 12 months

Over 25,000 Locals sent directly to your listings!



## Targeting Local Homeowners by Age, Location, Behavior and more!

Attracting New Visitors and Bringing Past Clients back to our listings and blog posts







Pleasanton Oakland Fremont Dublin Livermore San Ramon Concord

# Targeted Local Advertising

The most effective ads have featured the front of the home with blue skies and professional photography

Our Click Through Rates (CTR) have been 3x higher than industry average!

	Impressions	Clicks	CTR (%)	Campaign Name
 <p>664 Rowell Lane, Pleasanton \$1,338,000</p>	20,759	129	0.62	Bring Clients Back
 <p>767 Avio Court, Ruby Hill \$2,450,000</p>	17,463	104	0.60	Bring Clients Back
 <p>1833 Spumante Place, Ruby Hill \$2,975,000</p>	19,095	112	0.59	Bring Clients Back
 <p>Waterfront Discovery Bay \$765,000</p>	18,946	107	0.56	Bring Clients Back

	Impressions	Clicks	CTR (%)	Campaign Name
<p>1833 Via Di Salerno, Ruby Hill \$3,695,000</p>	22,660	123	0.54	Bring Clients Back
<p>8671 Beckett Way, Dublin \$1,046,000</p>	65,916	349	0.53	Bring Clients Back
<p>615 Romeo Court, Pleasanton, \$2,000,000</p>	2,902	15	0.52	Bring Clients Back
<p>12010 Ruth Glen, Sunol, \$670,000</p>	8,493	42	0.49	Bring Clients Back
<p>103 Whispering Trees Lane, Danville \$1,829,000</p>	51,128	237	0.46	Bring Clients Back

## Ad Engagement by Location

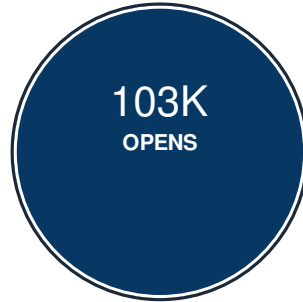
	Clicks	Impressions
San Francisco	5,408	1,514,583
Pleasanton	3,822	1,628,633
Fremont	2,562	719,744
Dublin	2,468	947,741
Livermore	1,329	508,632
San Jose	1,035	204,988
San Ramon	874	267,554



# Targeted Email Blasts

Regular Email Blasts Including Latest Listings & Open Houses

Connecting with Local Homeowners and Real Estate Agents around the Globe



Continuously connecting with the Real Estate Community

Facebook | LinkedIn | Instagram | Email | Web | SEO | Blog

Venture | Sotheby's  
INTERNATIONAL REALTY