LUXURY PORTFOLIO INTERNATIONAL®

GUIDE TO USING
ONLINE
BANNER ADS

POWERED BY ◢ADWERX

CONTENTS

OVERVIEW: ADS FOR YOUR LISTINGS
Start in LuxeXchange at xchange.luxuryportfolio.com

LUXURY PORTFOLIO INTERNATIONAL®

Luxury Portfolio International® has joined forces with Adwerx to help you create elegant, co-branded banner ads targeted at people looking for properties like yours.

YOUR BANNER ADS WILL ALLOW YOU TO:

ADVERTISE ON THE ENTIRE WEB
Your ads go where people spend their time online, including Facebook and hundreds of top websites.

TARGET ADS TO THE RIGHT LOCATIONS
Geographically target people near the listing address or enter your own cities to target.

FIND PEOPLE LOOKING FOR REAL ESTATE
Adwerx looks for people browsing real estate related sites and shows them your ad, even once they've left those sites!

SO WHAT'S THE COST?

By ordering through Luxury Portfolio, you get a special 15% discount

One listing banner ad, which runs for 3 weeks is only $110
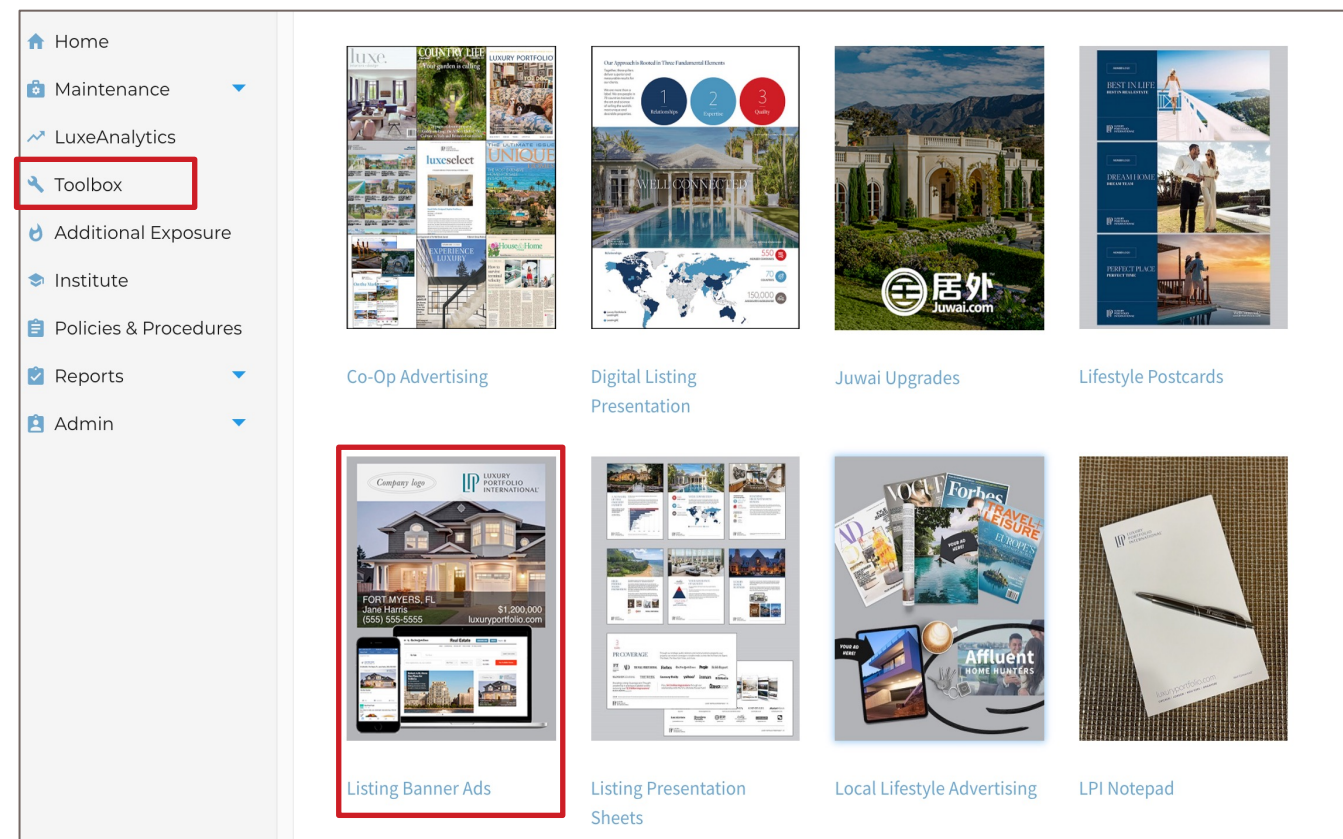
Watch for our Flash Sale for even greater savings!

*Due to the GDPR, this product is not accessible in the European Economic Area (EEA). Banner ads will not serve to consumers in the EEA.
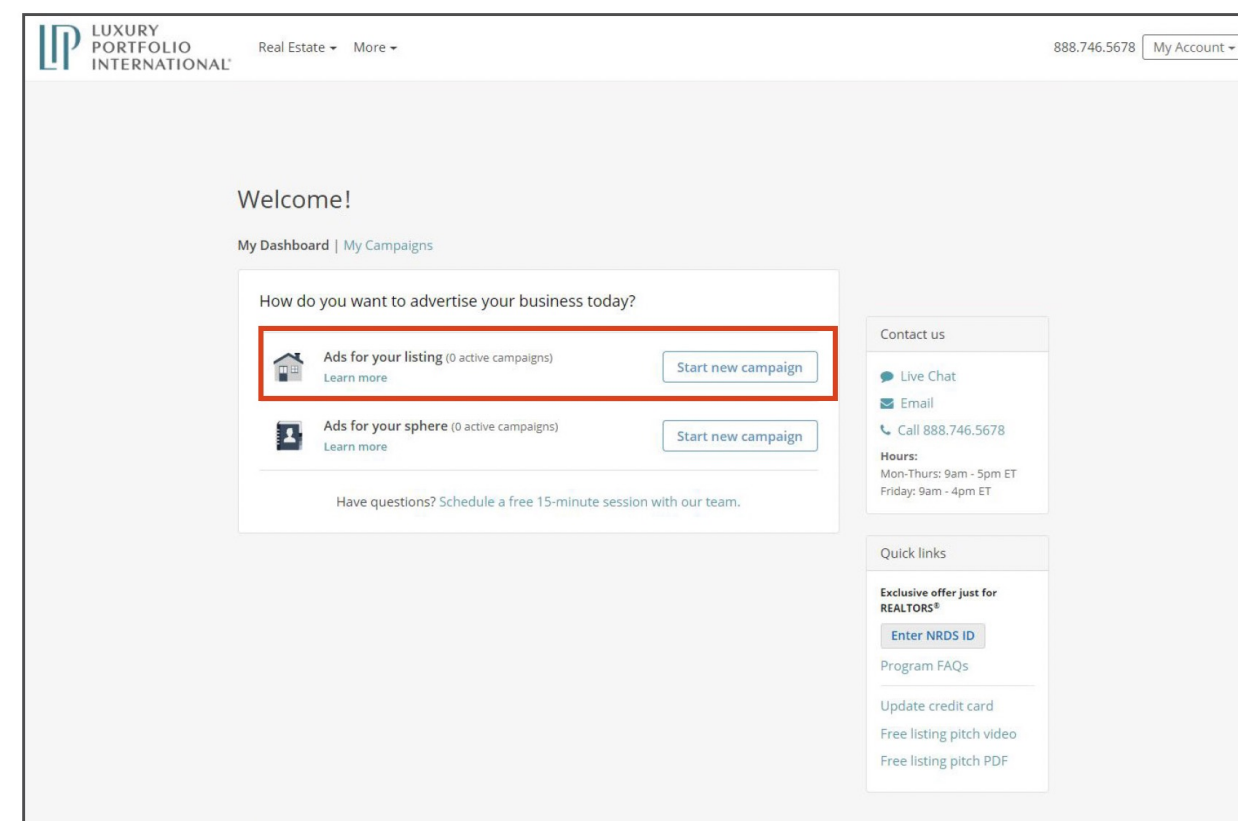
BUILDING AN AD FOR A LISTING

STEP 1: LOG INTO LUXEXCHANGE
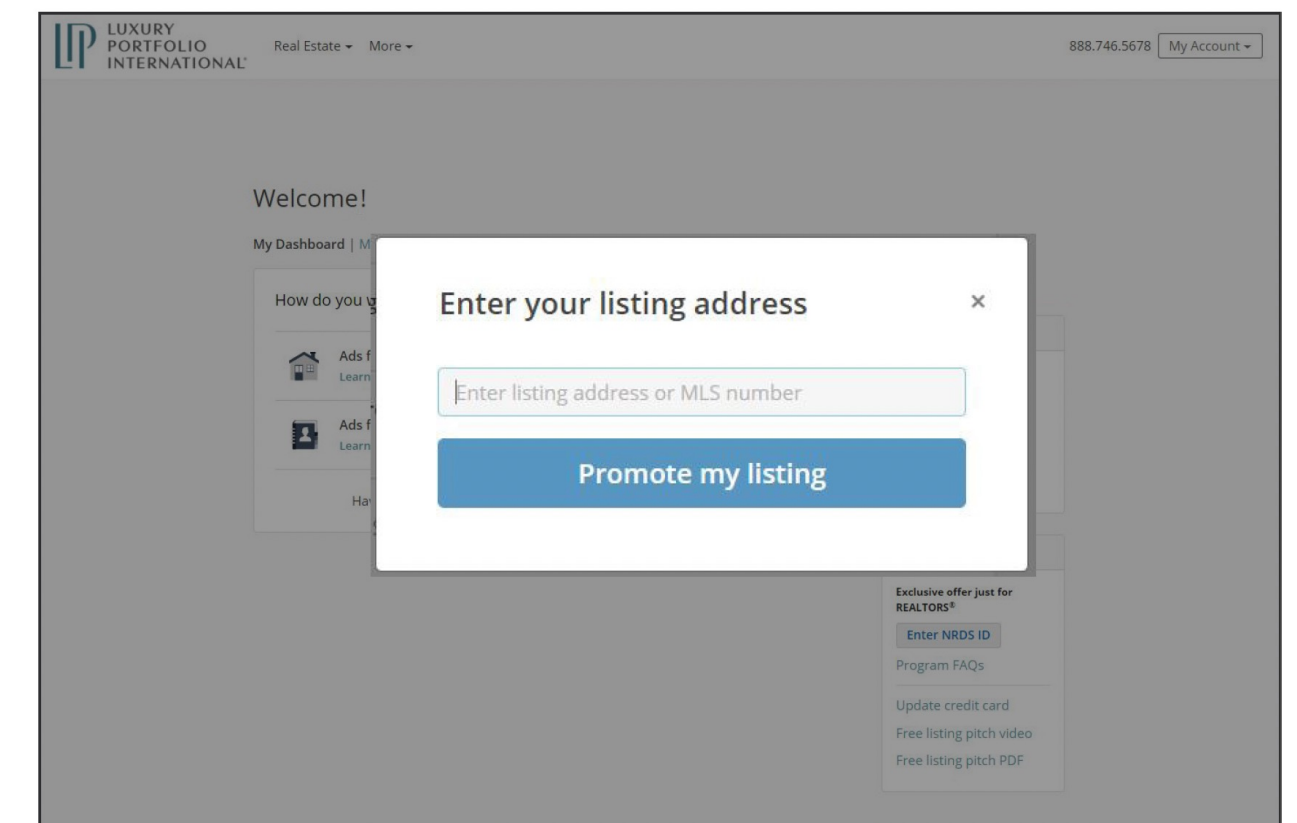Select Toolbox > Listing Banner Ads > Place Order

STEP 2: ADWERX DASHBOARD
You are now in your Adwerx Dashboard. Find "Ads for your listing" and click "Start new campaign"
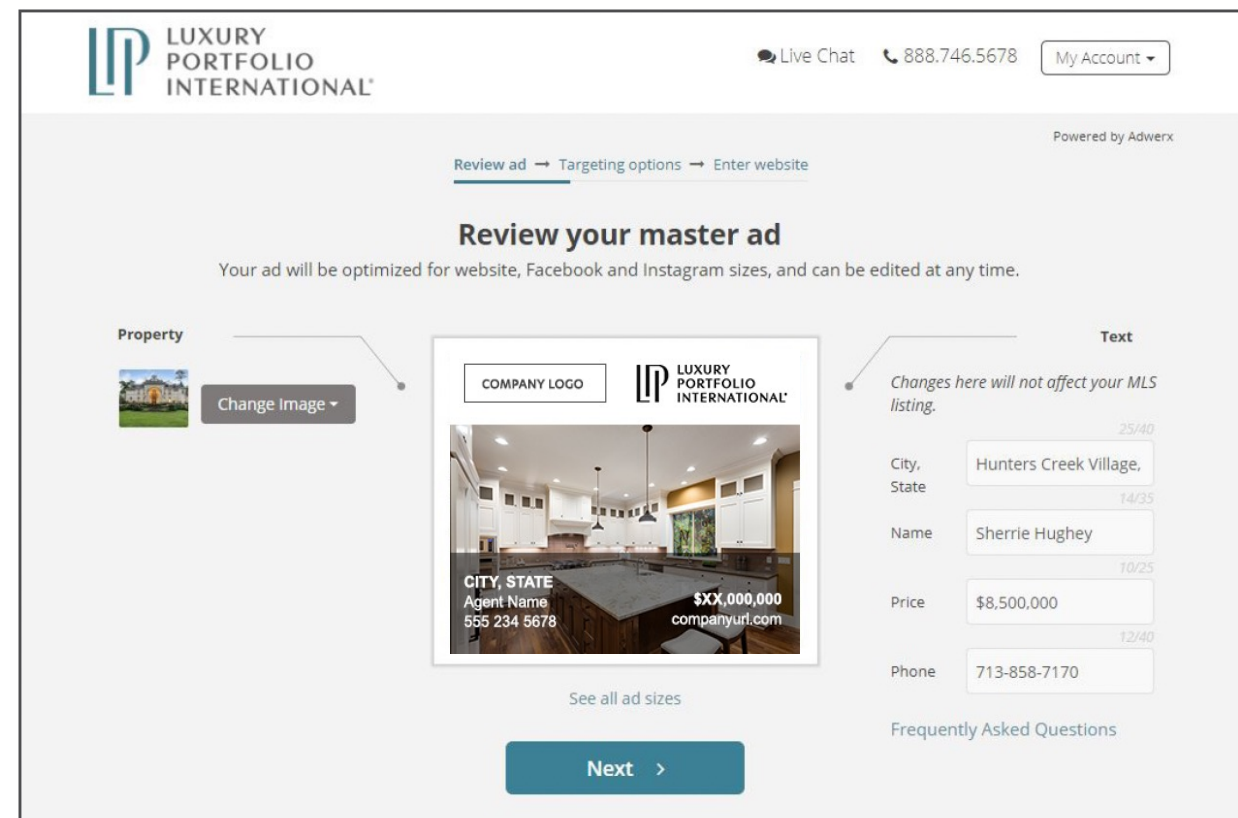
STEP 3: PICK THE PROPERTY
Type in the MLS number or address of the property and click "Promote my listing"
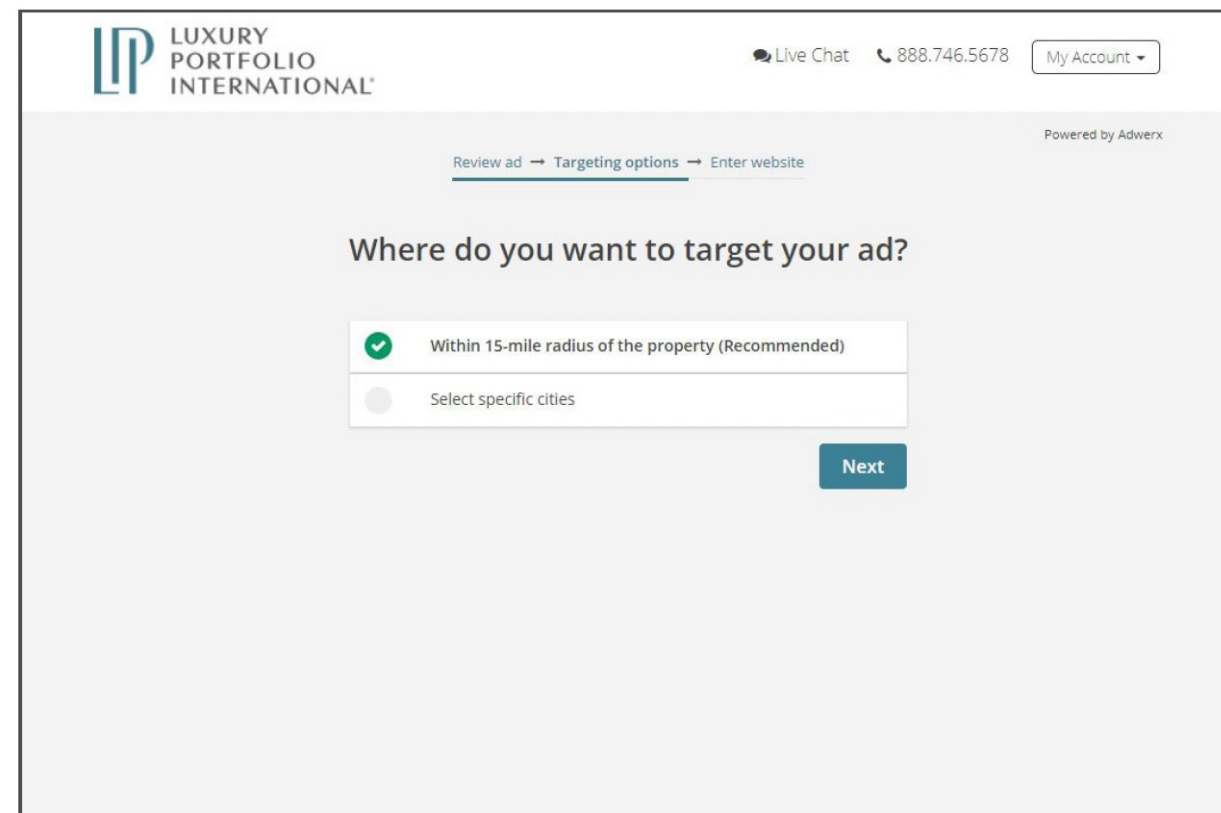
BUILDING AN AD FOR A LISTING

STEP 4: REVIEW AD
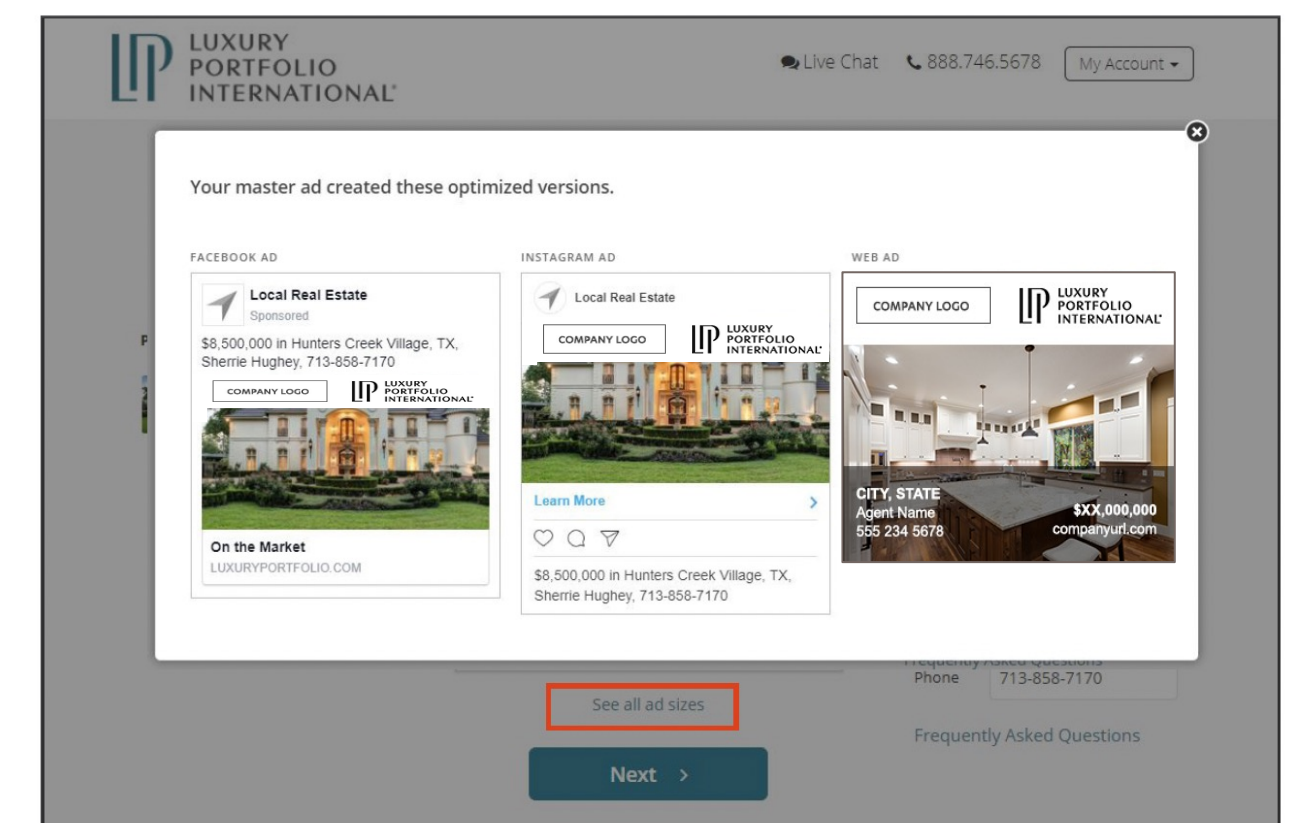Once your ad is setup, review and edit the information as needed

STEP 5: LAUNCH CAMPAIGN
Choose between two targeting options and continue to pay and launch your campaign

PRO TIP:
Click on "see all ad sizes" to review the Facebook & Instagram design as well

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SENDING THE LISTING AD TO YOUR CLIENT

STEP 1: SELECT THE OPTION

At the top of your report summary, click the "Schedule Report" button to begin.

STEP 2: SELECT RECIPIENTS

Search for a specific person or select from a list of your contacts. Once choosen, click "Submit Selected" to proceed.
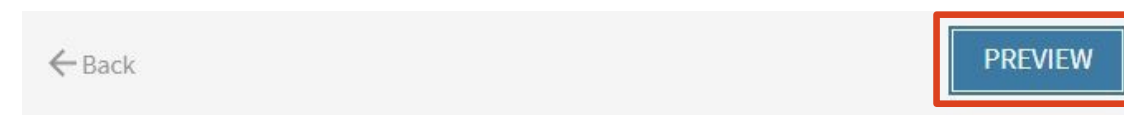
SCHEDULE A REPORT
**(continued)**

STEP 3: CONFIRM DETAILS & PREVIEW

Review the details for the seller's report:
- Create a "Report Name"
- Choose your frequency (weekly or monthly)
- Preview the report to continue

STEP 4: SEND EMAIL OR DOWNLOAD PDF

After reviewing the report, you can either send the email or save the PDF for printing purposes. If you elect to send the email, you will see a confirmation page indicating it has sent.
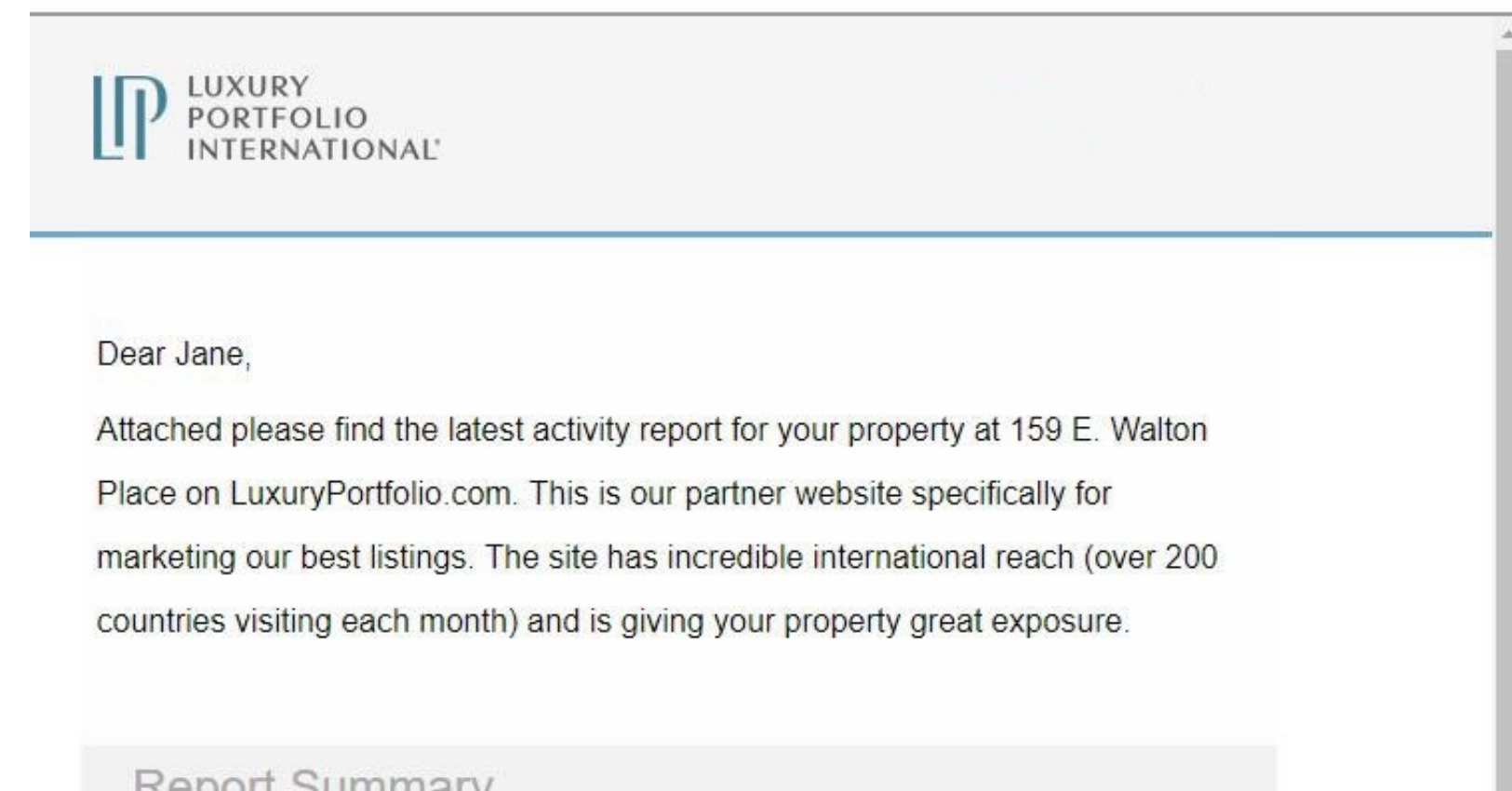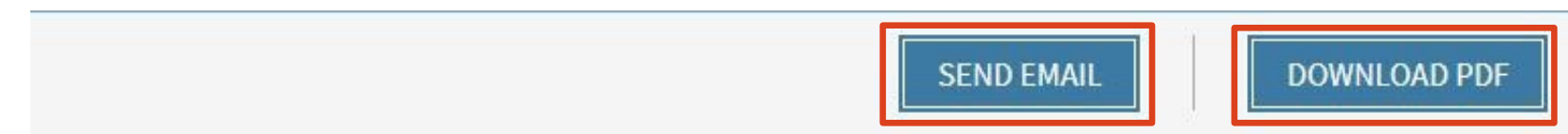
MANAGE SCHEDULED REPORTS
Update your scheduled reports at any time

STEP 1: SELECT THE OPTION

At the top of the primary search page, click the "Manage Scheduled Reports" button to begin.

STEP 2: SELECT CUSTOMER TO EDIT

Search for a specific person or select from a list of your contacts. Once found, click on their name to begin updating their settings.

STEP 3: EDIT OR DELETE

You can choose to update a scheduled report by editing its settings or deleting it entirely.

Editing a subscription

If you choose to edit the report, you can:

- Update the email address of the primary recipient
- Modify the email addresses that are being CCd
- Change the report name
- Change the frequency of the report

Once you have made your updates, click the "Save Changes" button at the top.

REPORT SECTIONS & DEFINITIONS

Definitions are in alphabetical order

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Additional Coverage: A list of the syndication partner websites where Luxury Portfolio listings appear.

Average Photos Per Listing: Average number of photos on the listing detail pages of active listings on luxuryportfolio.com.

Average Time Per Page: The average length of time visitors spent on the listing detail page.

Direct Links: These are the internet properties that have inbound links to your listing detail page. Links can help influence page ranking in search results. Please note, we are not responsible for any content outside of luxuryportfolio.com.

Global Reach (Map): A heatmap of visitor locations. Intensity of color corresponds to the number of visitors.

Global Reach by Region: The visits to the listing detail page broken down by geographic location.

Global Traffic: The most recent language and currency views of the listing detail page.

LuxeNetwork: The additional exposure from luxuryportfolio.com (formerly impressions) and/or traffic on other affiliated syndication partner sites.

Marketing Time Statistics: Number of days the listing has been available on luxuryportfolio.com compared to other Luxury Portfolio listings.

New vs. Returning: The visits broken down into new visits vs. visitors who have previously viewed the property.

Pricing Analysis (Avg. Prices): Price comparison of Luxury Portfolio listings in the same market, company/broker and across luxuryportfolio.com.

Property Activity: The visits to the listing detail page and the data from the LuxeNetwork.

Report Summary: The summary is a snapshot of the information contained in the report along with listing details.

Traffic Source: The origin of the traffic to the listing detail page.

Visits by Currency: The currencies in which the listing detail page was viewed.

Visits By Device Type: The percentage of visits broken down into three device types; desktop, mobile and tablet users.

Visits by Language: The languages in which the listing detail page was viewed.

ⓘ Find these definitions in LuxeAnalytics using a tool tip. Simply, hover your mouse over the icon for information about the report section.