

GUIDE TO USING ONLINE BANNER ADS

POWERED BY  **ADWERX**



CONTENTS

LISTING PROMOTION

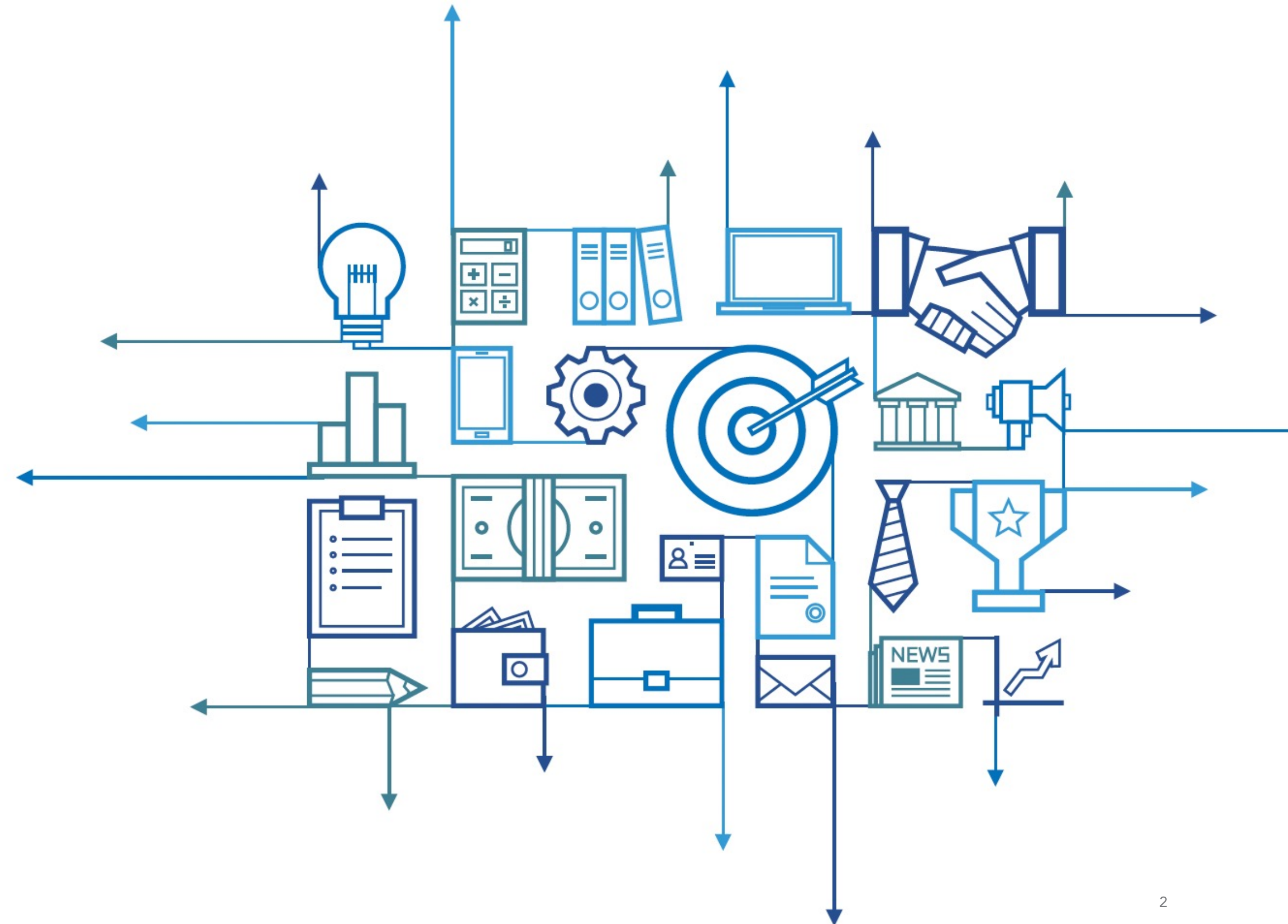
- 3 | Overview: Ads for your listing
- 4 | Building an ad for a listing
- 5 | Sending your banner ad to a seller

AGENT PROMOTION

- 7 | Overview: Ads for your sphere
- 8 | Building an ad for your sphere

SUPPORT

- 11 | Managing your campaigns
- 12 | FAQs and contact information



OVERVIEW: ADS FOR YOUR LISTINGS

Start in LuxeXchange at xchange.luxuryportfolio.com



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

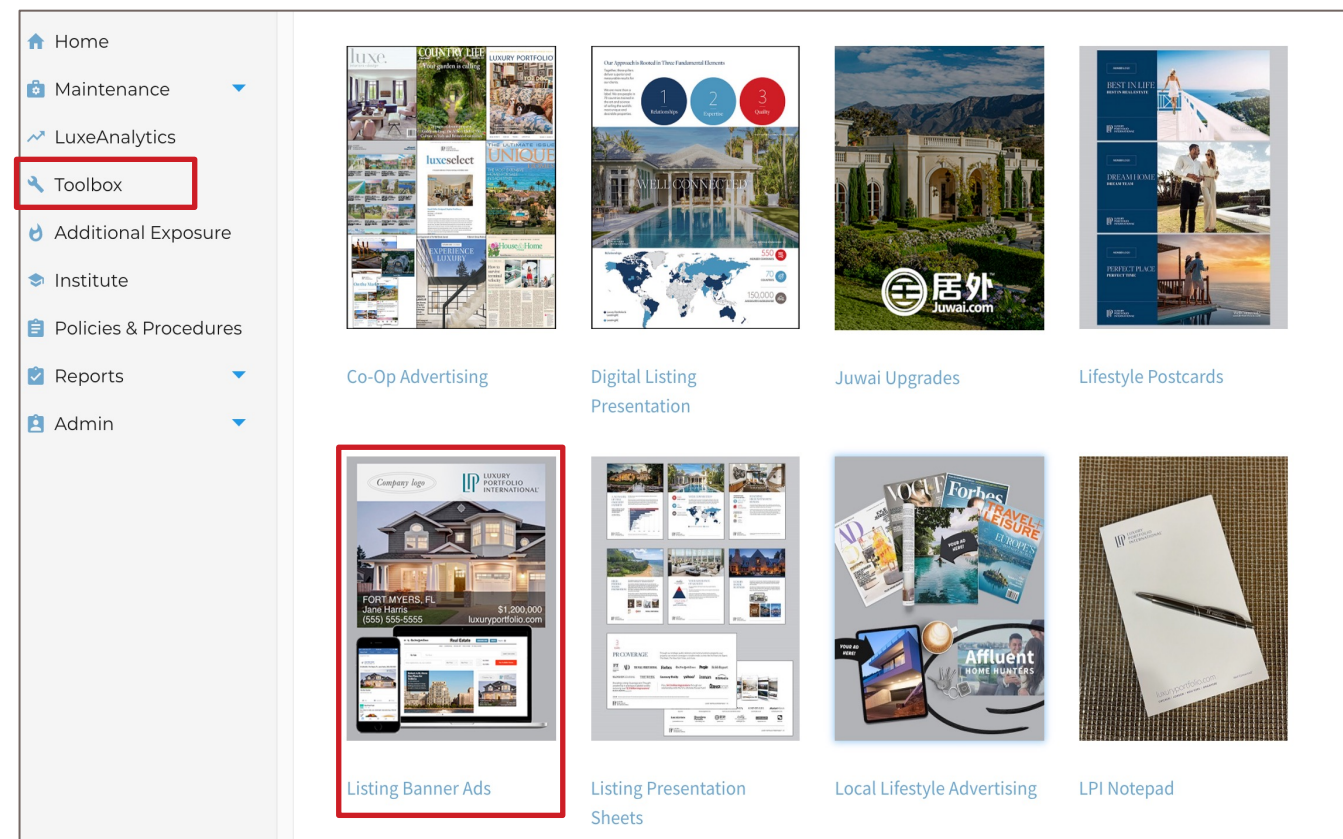
Watch for our Flash Sale for even greater savings!

*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

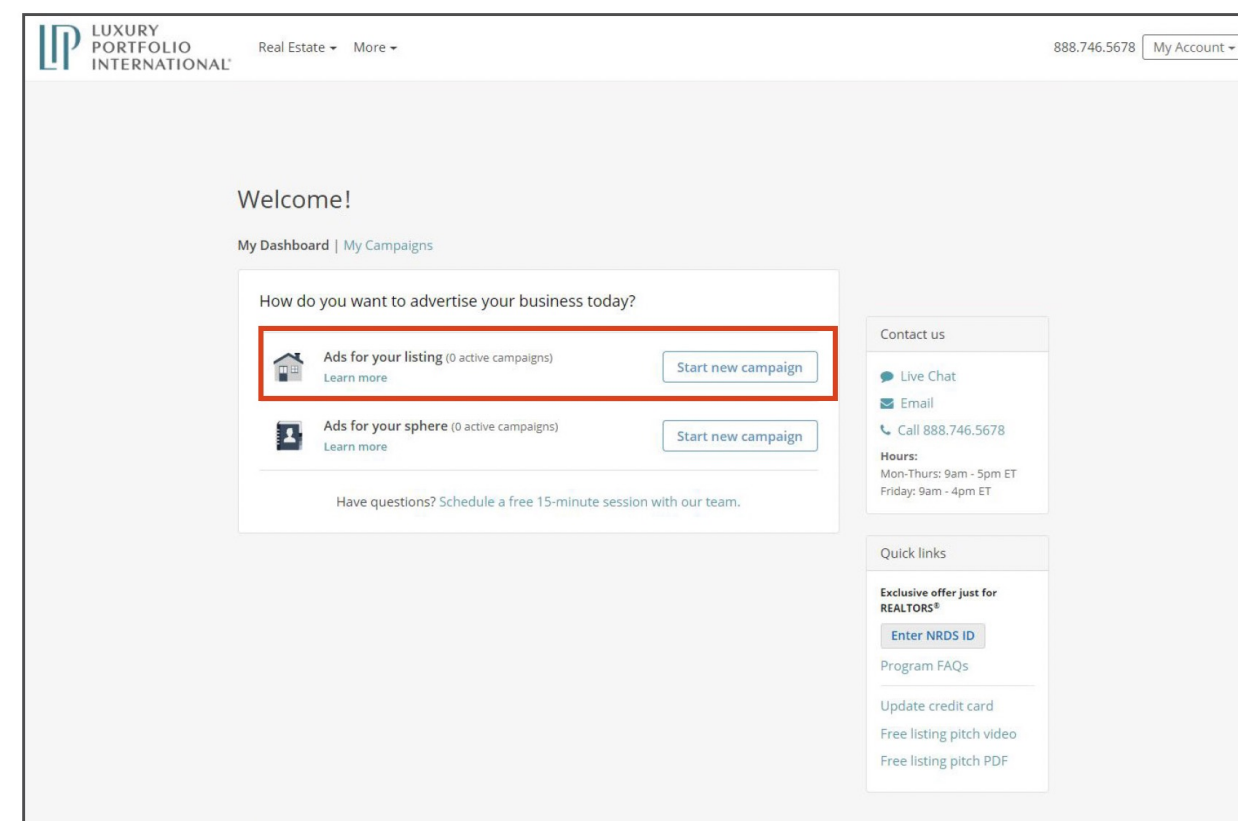
STEP 1: LOG INTO LUXEXCHANGE

Select Toolbox > Listing Banner Ads > Place Order



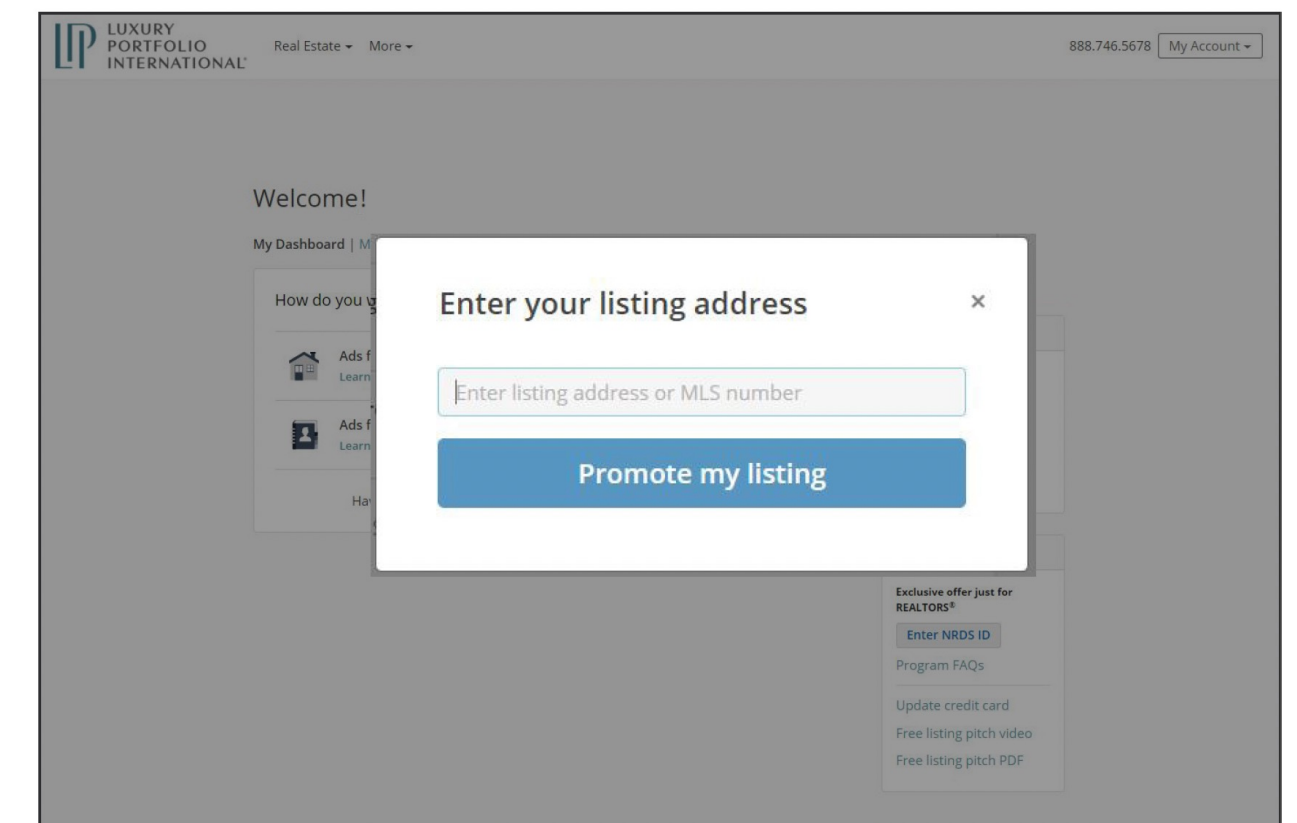
STEP 2: ADWERX DASHBOARD

You are now in your Adwerx Dashboard. Find "Ads for your listing" and click "Start new campaign"



STEP 3: PICK THE PROPERTY

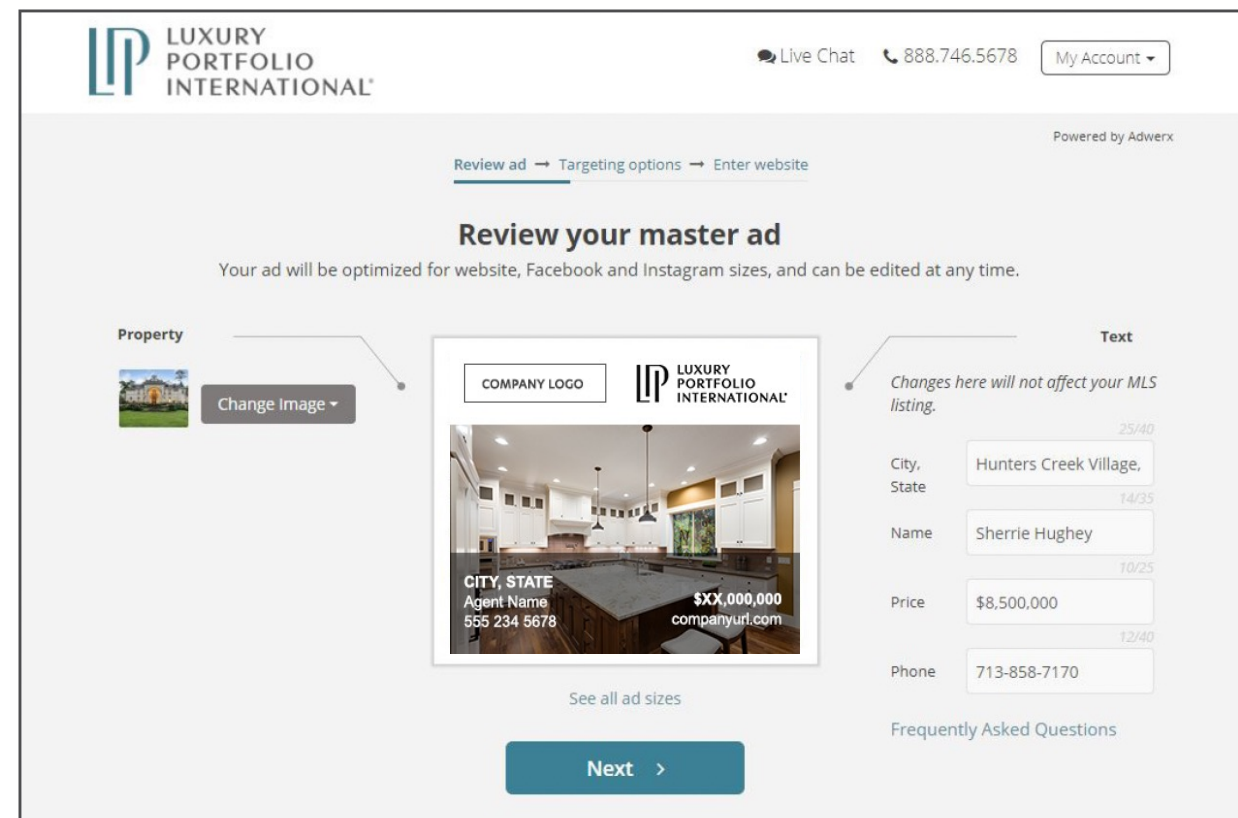
Type in the MLS number or address of the property and click "Promote my listing"



BUILDING AN AD FOR A LISTING

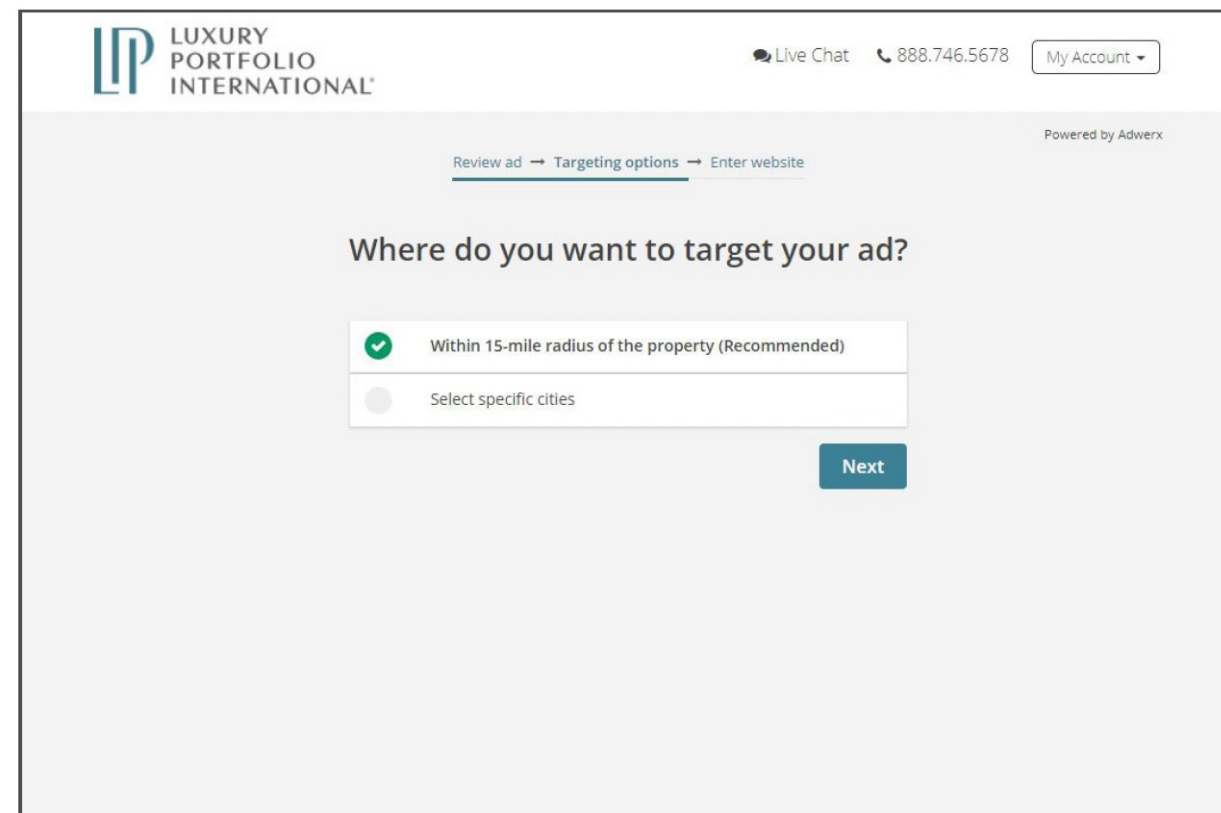
STEP 4: REVIEW AD

Once your ad is setup, review and edit the information as needed



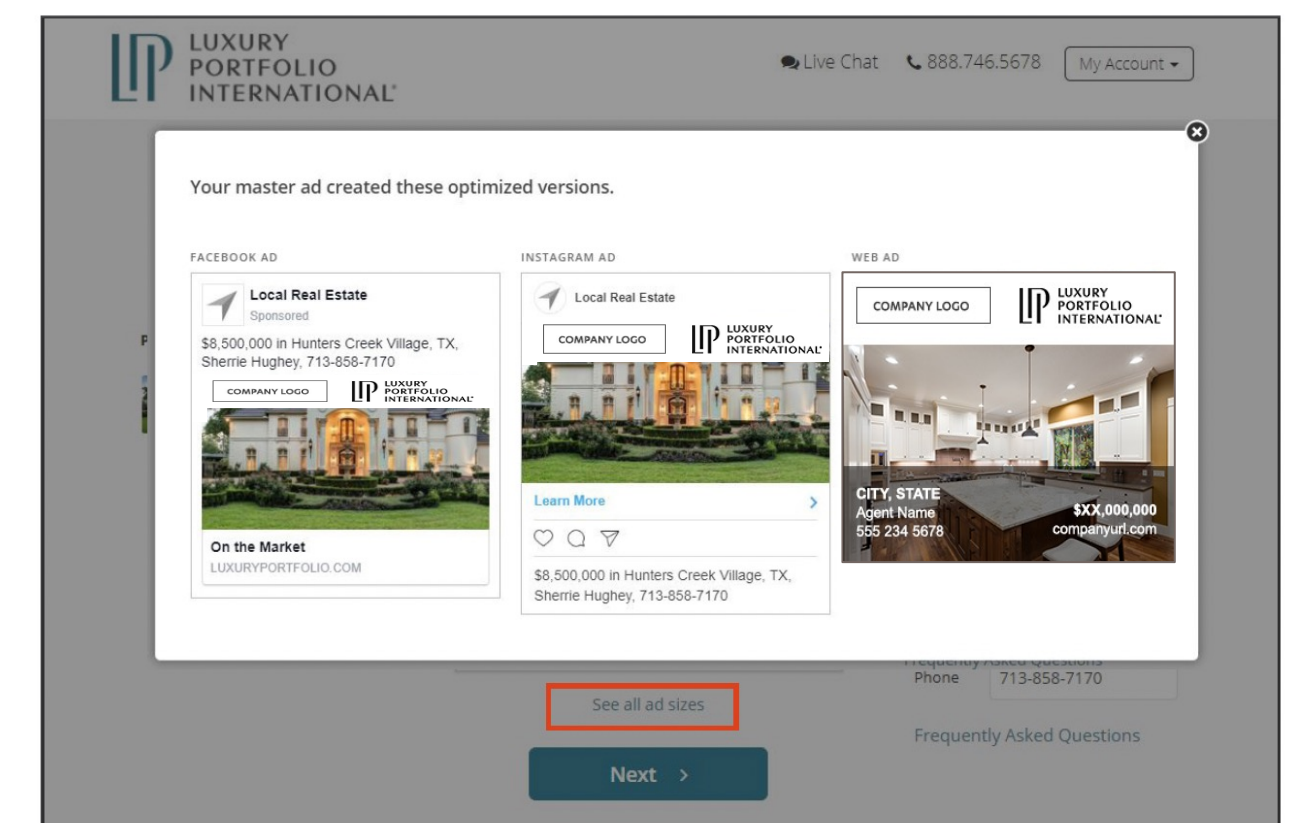
STEP 5: LAUNCH CAMPAIGN

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.

NEW SEARCH **SCHEDULE REPORT** PRINT FLYER/ EMAIL REPORT

LuxeAnalytics™ Graph Results

REPORT SUMMARY ⓘ

MLS: AB-123456 ADDRESS: 7689 South St., Anytown, USA 09876
OFFICES: Your Company Name Here AGENTS: Jane Smith RIOD: January 1, 2018 - January 31, 2018

PROPERTIES	COUNTRIES	REGIONS/STATES	CITIES	LANGUAGES	CURRENCIES	TOTAL VISITS
1	11	31	67	1	3	761

PROPERTY ACTIVITY ⓘ GLOBAL REACH BY REGION ⓘ CONTINENT

Activity

Visits By Continent

STEP 2: SELECT RECIPIENTS

Search for a specific person or select from a list of your contacts. Once chosen, click "Submit Selected" to proceed.

First Name SEARCH

	First Name	Last Name	Email
<input checked="" type="checkbox"/>	Bruce	Wayne	batman@yahooz.co

SUBMIT SELECTED

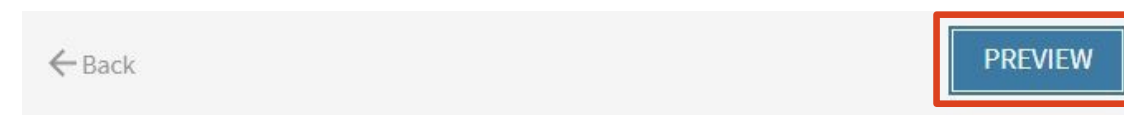
SCHEDULE A REPORT

(continued)

STEP 3: CONFIRM DETAILS & PREVIEW

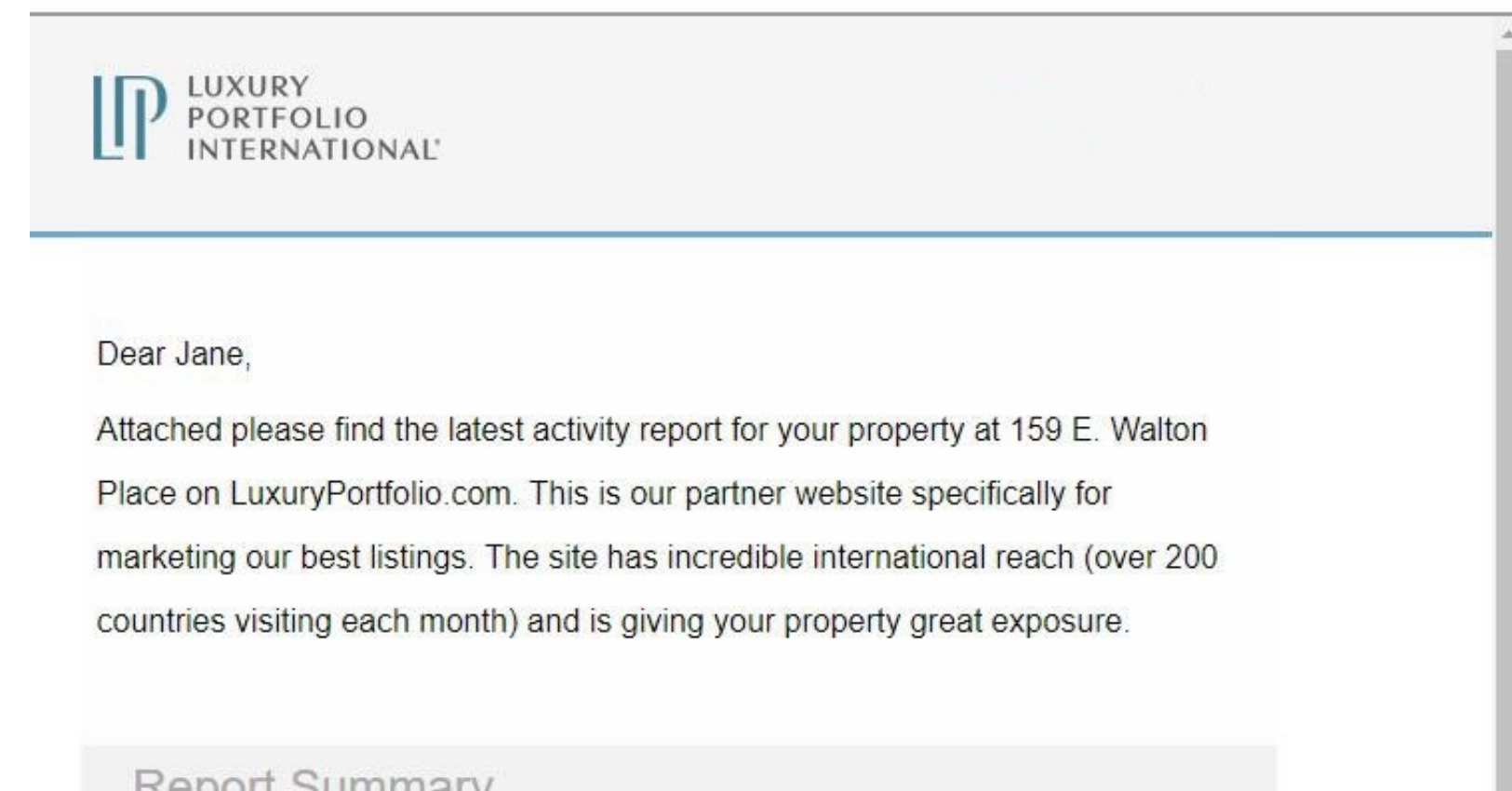
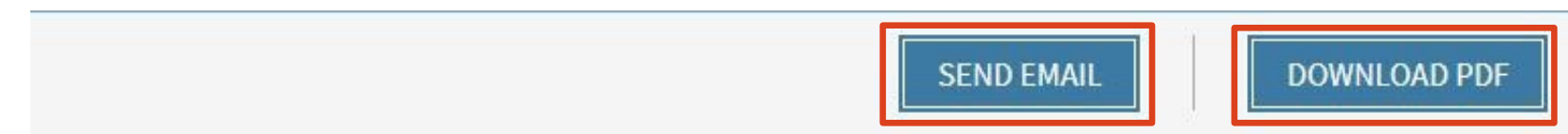
Review the details for the seller's report:

- 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.

LuxeAnalytics

MANAGE SCHEDULED REPORTS

LuxeAnalytics™ is an enhanced reporting tool that gives you valuable insight into the luxury consumers that are looking at your listings on LuxuryPortfolio.com. Through LuxeAnalytics™ you can learn how often consumers are viewing a property, what country they are coming from, what language they speak and more.

Instructions

You can quick search statistics for a specific property, view activity for a particular broker or create an advanced report with multiple properties. Choose your time period, select your graph and generate your report. Data is currently available from 1/1/18 - present.

QUICK SEARCH AGENT/OFFICE SEARCH ADVANCED SEARCH

View by Date Range 1/01/2018 1/31/2018 Graph by Day

MLS Number

GENERATE GRAPHS

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.

Customers

To manage a scheduled report, start by selecting the customer that is receiving the report. You can search for a customer by first name.

First Name Search SEARCH

Select Agent All Types

Name	Type	Analytics
Wayne, Bruce	Prospect	Yes

MANAGE SCHEDULED REPORTS

(continued)

STEP 3: EDIT OR DELETE

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

View Contact

Bruce Wayne's Profile

LuxeAnalytics ✕

Register your sellers with listings on LuxuryPortfolio.com to receive weekly or monthly reports with their property's website statistics. **Manage active subscriptions below** or get started by generating a [LuxeAnalytics report](#) choosing your parameters and select a customer.

Signed Up? YES

Report Name	Report Type	Frequency	Email	
No Report Name	Multiple Property Report		batman@yahooz.com	Edit Delete

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.

[← Return to Details](#) SAVE CHANGES

Edit Subscription

To

CC

Report Name

Frequency

REPORT SECTIONS & DEFINITIONS

Definitions are in alphabetical order

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.
