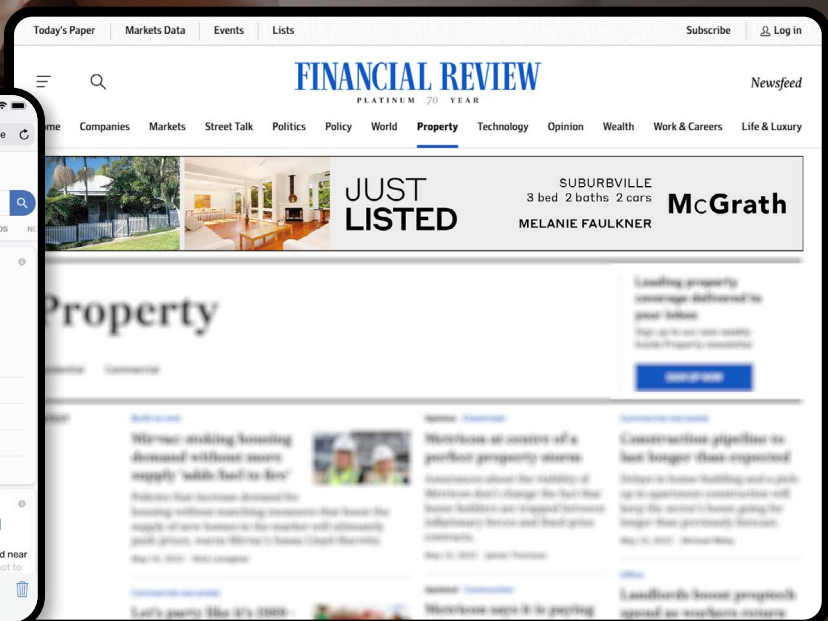
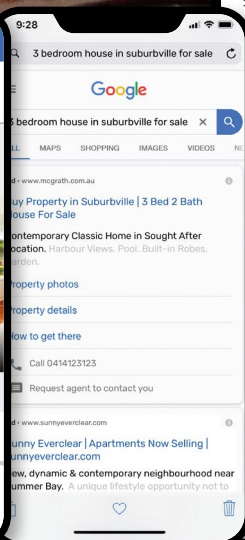
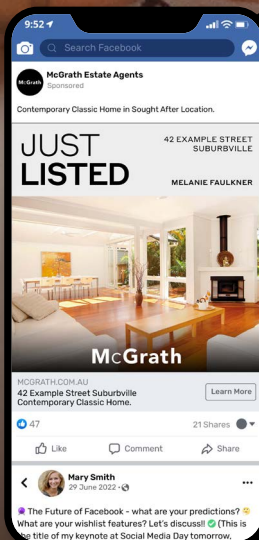


# McGrath Pinpoint Digital Marketing finds more buyers online

Ready to embrace the future  
of real estate marketing?  
Let Pinpoint do the heavy lifting.



## McGrath Pinpoint targets buyers like no one else



### GEO TARGETING

Every campaign targets people within 5km-7km of your metro property & wider a radius for regional properties.

**TIP:** Add other locations that may suit the property when building your campaign.



### IN-MARKET AUDIENCES

We use Facebook & Google's insights to target people who are searching for property in your area + your property type.



### SPECIAL INTEREST TARGETING

Something unique about the property? You can add special interest targeting from 15 categories including:

- ✓ Acreage & Resort Living
- ✓ Entertainers & Foodies
- ✓ Boat Owners



### RE-TARGET EXISTING BUYERS

Previously interested buyers, who are still in market and a match for your property, will also be targeted.

**DID YOU KNOW?** Pinpoint builds your exclusive remarketing audience.

**McGrath**  
**PINPOINT DIGITAL**  
*marketing*

	Price inc GST (AUD)	Facebook Instagram Ads	Google Display Ads	Google Search Ads	Out of Area Targeting	Organic Social Media Posting	Ad Campaign Length	*Typical Ad Performance
<b>Classic</b>	\$299	✓	✓		✓	✓	10 days	55k-65k views 500 clicks
<b>Premium</b>	\$590	✓	✓	✓	✓	✓	14 or 21 days	65k-110k views 500-1000 clicks
<b>Premium+</b>	\$1200	✓	✓	✓	✓	✓	14, 21 or 28 days	105k-280k views 1000-1600 clicks
<b>Luxe / International</b>	\$2000	✓	✓	✓	✓	✓	14, 21 or 28 days	200,000+ views (package dependent) 2000+ clicks

\* Typical ad performance of digital ads and clicks varies per property ad campaign. Final quantity of digital ads displayed and clicks on those ads are influenced by many factors including property location & overall market conditions. Source : [www.statista.com](http://www.statista.com)

Ad views, also known as Ad Impressions is the number of times the ad was shown across websites, apps and social media.  
Ad clicks are the number of times the ads were clicked on, displaying the property's website.

### Watch video



## 4 benefits worth remembering



Advertising on the biggest platforms to reach the active and passive buyers at the right time



A website page dedicated to helping us find buyers for your property from McGrath Pinpoint advertising



Targeting matched to your property location, audience and interests



Realtime reporting for full transparency on campaign performance

