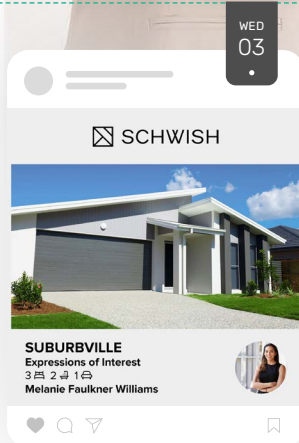




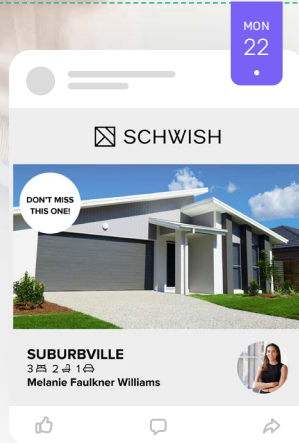
# Be present during the whole seller journey with AIM Trifecta



## PHASE 1

### Selling Now Ads

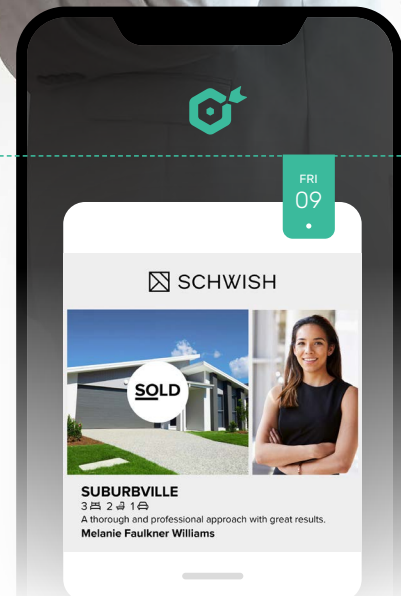
Attracts buyers & sellers to your listings beyond the property portals.



## PHASE 2

### Auction Invite or Sale Reminder Ads

Give your campaign a boost at 3 weeks as a mid-campaign sale reminder for private-treaty sales or 7 days prior to your auction for an auction invite



## PHASE 3

### SOLD Property Ads

Celebrate a sale and let the neighbourhood know your sales successes.

# Buyers use the internet & social media extensively when buying property.

AIM digital marketing is a smart investment for any property owner. Using the world's most powerful marketing platforms, it creates much more awareness, and helps attract more interest in your listing:



Our unique artwork system creates beautiful ads that are on-brand.



Ads drive traffic to your websites, not traditional property portals.



Builds your exclusive remarketing audiences (not shared with your competitors).



Fast to order and simple to launch.



Reaches passive and active buyers beyond the traditional property listing sites.



Automatically post all your digital property campaigns to your agent social media pages.



So much positive feedback from so many agents and industry leaders.



More ad types than any other solution.



Helps generate many more views of your property listing with advanced ad targeting.



Agency branded property ads are displayed across the Google Display Network.



Captivating property ads appear in user's newsfeeds.



Text ads matched to a potential buyer's search terms appear in relevant Google results.



Comprehensive reporting dashboards.



Reach premium passive buyers you can't reach using property portals.



Ads can land on your website, or for even better performance, our Unique Property Websites.



Once someone clicks on an ad, retargeting technology ensures it keeps resurfacing as a reminder while they browse other sites.



	Price inc. GST (NZD)	Facebook Instagram Ads	Google Display Ads	Google Search Ads	Selling Now Ads	Auction Invite / Sale Reminder Ads	Sold Property Ads	*Typical Ad Delivery
<b>AIM Trifecta Level 1</b> (with an AIM Mini, Reminder and Sold DL Mini)	\$319	✓	✓	⚡	✓	✓	✓	44k-75k ads 150-380 clicks
<b>AIM Trifecta Level 2</b> (with AIM Reach, Reminder, and Sold DL Mini)	\$515	✓	✓	⚡	✓	✓	✓	80k-130k ads 350-650 clicks
<b>AIM Trifecta Level 3</b> (with AIM Pro, Reminder, Sold DL Starter)	\$849	✓	✓	✓	✓	✓	✓	145k-230k ads 650-1250 clicks

\* Typical figures are indicative, based on substantial data from past ad campaigns as of March 2022, and are not guaranteed. 'k' means 1000, so 25k is 25,000

Learn more...



aimdigital.io



Your ads will appear on social media, on internet websites & inside some apps



Targeting determines who will see your ads. Location & online behaviour are the main factors.



'AIM uses both Google & Facebook/Instagram ads & social posts, so your property is seen by more of the right people.



A 'click' occurs when someone clicks on your ad to view your property online.



Retargeting occurs when someone who clicked on your ad, or a similar property, is shown your ad online.



Search ads are ads that appear in response to a Google search, and are included in some packages.

