

TOTAL property

BAYLEYS

issue 2 2014
**Week
2 report**

Marketing Report



Reporting Period: Friday 23rd May 2014 – Thursday 5th June 2014

CAMPAIGN OVERVIEW

Performing strongly into its second week, Bayleys revised marketing campaign has produced a significant increase in online visitors to the Total Property landing page at www.bayleys.co.nz. A total of 9,677 pairs of eyes have been driven to browse TP properties since the new portfolio hit the market on Friday 23 May.

This magnificent increase has been driven mainly by two marketing strategies and avenues of communication: interest.co.nz is a standout performer, responsible for attracting 4,928 online visitors, each spending an average of 1.47 minutes browsing properties and secondly, a new TP commercial, running On Demand TV (TV1, TV2, TV3, TV4) in conjunction with YouTube, has produced a combined result of 2,770 people viewing TP properties online.

This report details the marketing actions over two weeks, Friday 23rd May – Thursday 5th June, outlining results these marketing actions have generated for the campaign.



Total Property Branded Digital Advertising Example

Total Property Individual Property Advertising Example



QUICK STATISTICS

923,736
impressions delivered

The Total Property digital campaign has appeared 923,736 times on a number of high traffic websites and tablet applications

9,677
clicks

The Total Property digital advertising has been clicked on 9,677 times. This includes the branded advertising and the individual property advertising.

3,950
people

The Total property landing page on www.bayleys.co.nz has visited by 3,950 people to date.

1.47
minutes

People who visited www.bayleys.co.nz as a result of the branded digital advertising spent on average 1.47 minutes browsing TP properties

2,551
new visitors

Of the 8,018 people to view the TP landing page on www.bayleys.co.nz, 2,551 had never visited our site before. The revised digital strategy has been hugely successful in attracting interest from passive audiences.

TOTAL PROPERTY DIGITAL CAMPAIGN OVERVIEW

(BRAND + PROPERTIES)

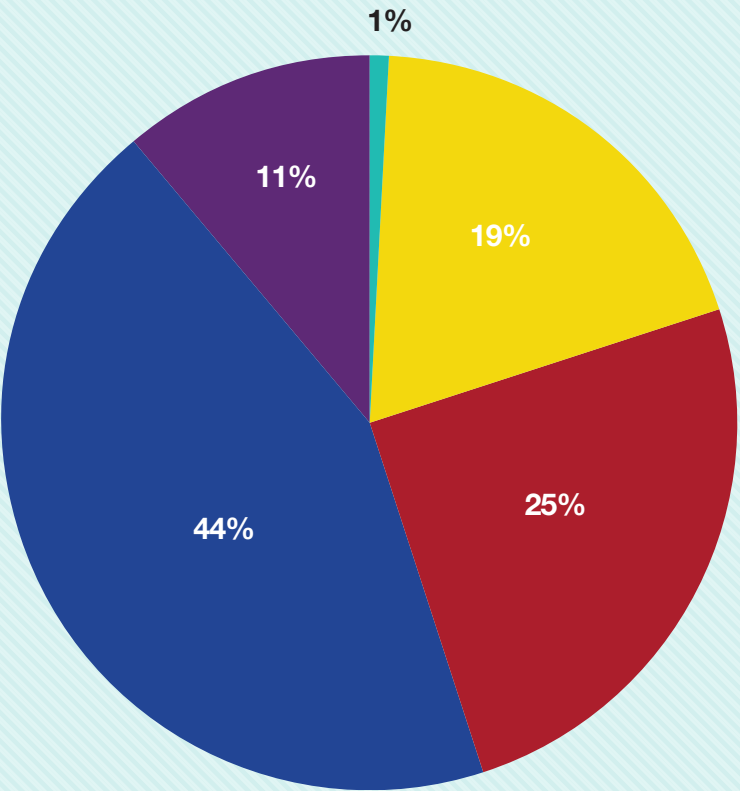
Advertising promoting Total Property, and the included properties (totalled) has appeared **923,736** times and has been clicked on **9,677** times within the reporting period.

Publisher and Placement	WEEK 1		WEEK 2		Total	
	Impressions	Clicks	Impressions	Clicks	Impressions	Clicks
Video						
TVNZ	33,753	167	31,128	150	64,881	317
Mediaworks NZ	7,954	22	43,938	101	51,892	123
YouTube.com	29,775	1,358	28,093	972	57,868	2,330
Video Totals	71,482	1,547	103,159	1,223	174,641	2,770
Online Section Takeovers						
Interest.co.nz	147,356	3,622	57,384	1,306	204,740	4,928
NZ Herald	8,309	122	8,105	102	16,414	224
Stuff New Zealand	4,243	39	8,244	84	12,487	123
Online Section Takeovers Total	159,908	3,783	73,733	1,492	233,641	5,275
Tablet Advertising						
NZ Herald	21,047	83	17,387	79	38,434	162
Stuff New Zealand	31,363	211	32,841	341	64,204	552
Tablet Totals	52,410	294	50,228	420	102,638	714
Display Advertising						
Interest.co.nz	19,299	35	18,932	34	38,231	69
AdHub NZ	48,692	78	84,113	93	132,805	171
Linkedin	7,390	8	7,400	11	14,790	19
NZ Herald	24,295	28	27,334	56	51,629	84
Stuff New Zealand	15,154	27	16,445	21	31,599	48
Tarawera Publishing NZ	4,835	4	9,714	3	14,549	7
3 News NZ	26,339	30	0	0	26,339	30
Google Remarketing	51,825	43	46,004	41	97,829	84
Display Totals	197,829	253	209,942	259	407,771	512
Search Advertising						
Google Search	2,577	219	2,468	187	5,045	406
Search Advertising	2,577	219	2,468	187	5,045	406
TOTAL	484,206	6,096	439,530	3,581	923,736	9,677

TOTAL PROPERTY DIGITAL CAMPAIGN OVERVIEW

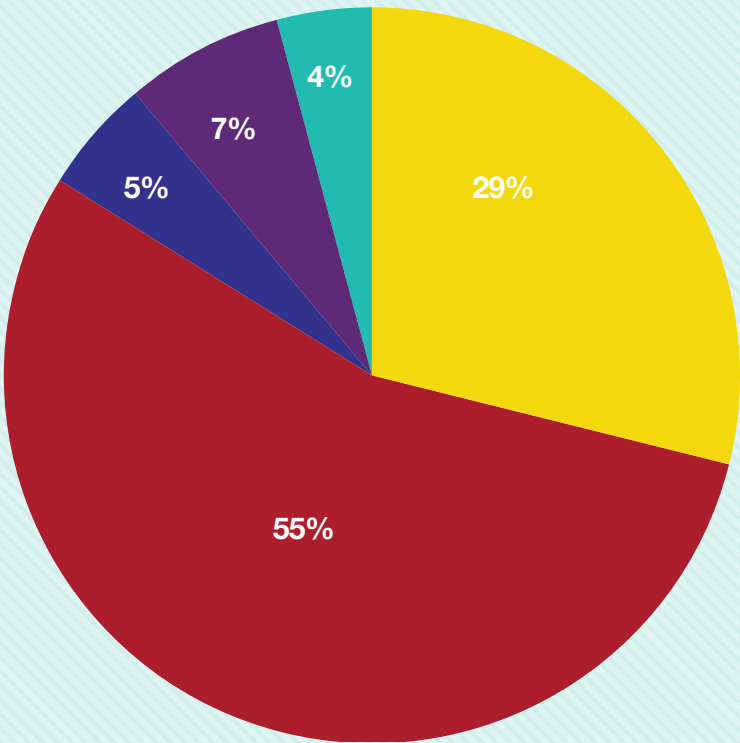
(BRAND + PROPERTIES)

Impressions by Ad Format



- Video
- Online Section Takeovers
- Online Advertising
- Tablet Advertising
- Search Advertising

Clicks by Ad Format

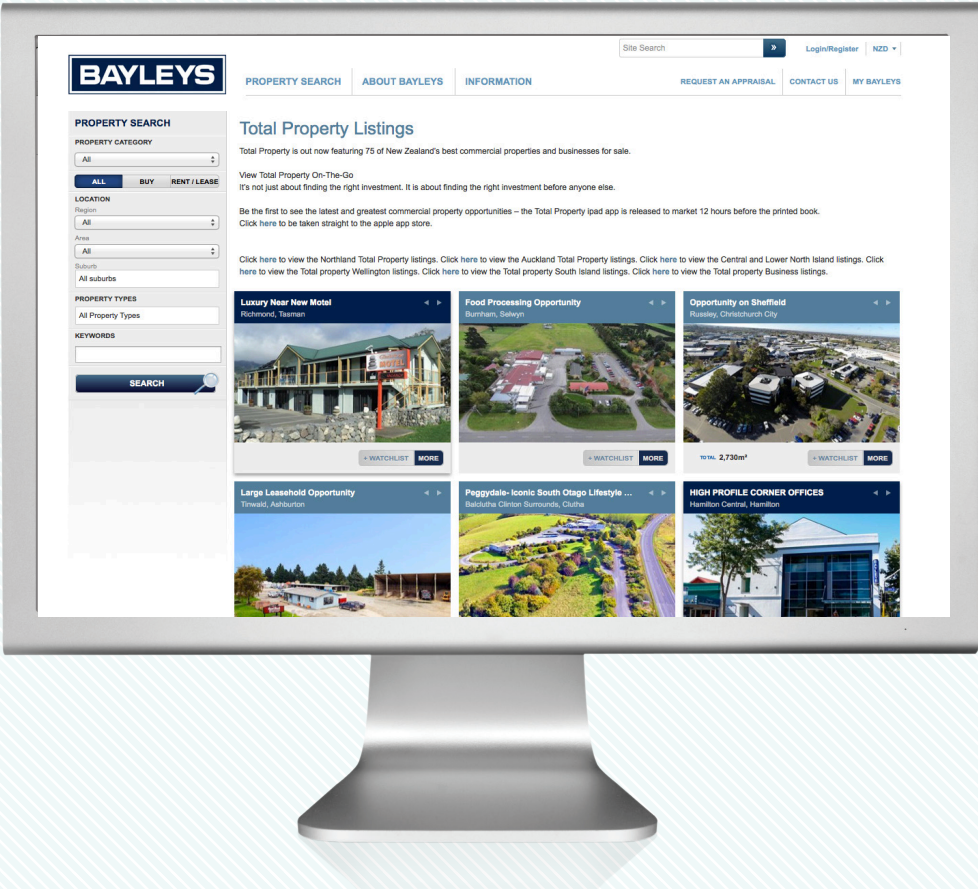


- Video
- Online Section Takeovers
- Online Advertising
- Tablet Advertising
- Search Advertising

TOTAL PROPERTY BRAND CAMPAIGN ACTIVITY

The below metrics illustrate the number of people to visit the Total Property landing page on www.bayleys.co.nz as a result of the branded advertising campaign. The remainder of the clicks account for activity on the individual property advertisements where the interested party was directed straight to the relevant listing.

Activity Metrics for the Total Property Landing Page www.bayleys.co.nz/Magazines/Total-Property



Total Property Landing Page

Unique Page Views = number of unique individuals (people) to visit the TP landing page

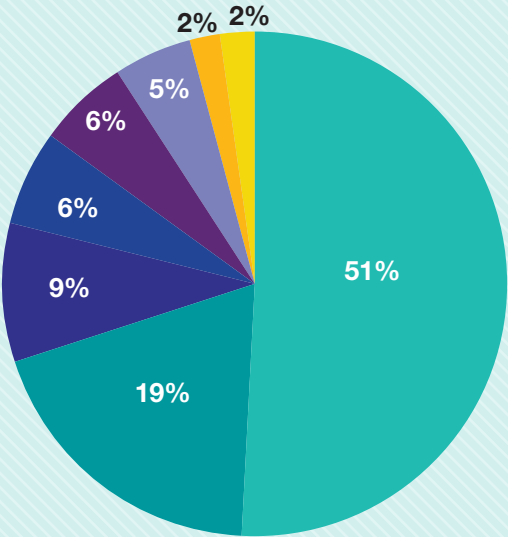
Page Views = total number visits from unique individuals (people) to visit the TP landing page (illustrates the fact that some people have visited multiple times)

Source	Unique Page Views
Interest	1,997
YouTube	761
Google Paid	347
Stuff	247
NZ Herald	220
TVNZ	178
Adhub	89
MediaWorks	71
Google Organic	10
Linkedin	8

Across the two week campaign, there were 4,970 page views of the TP landing page.

TOTAL PROPERTY BRAND CAMPAIGN ACTIVITY

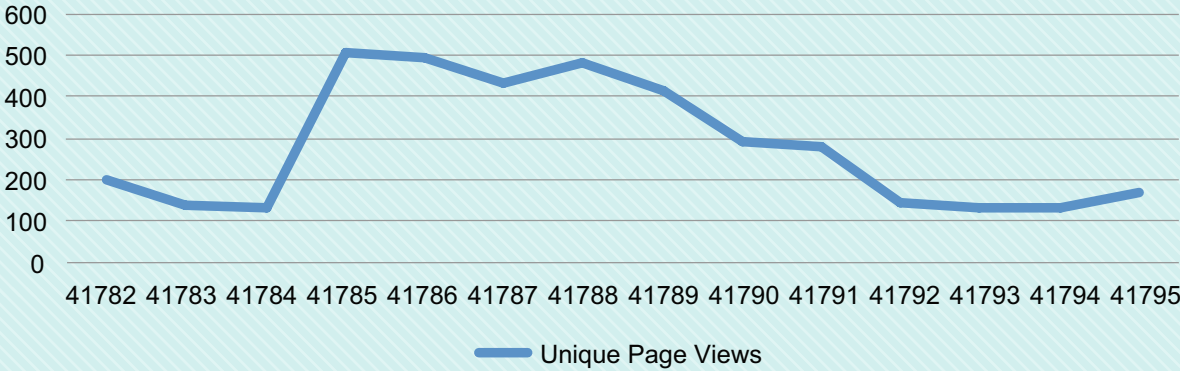
Number of People to View the Total Property Landing Page by Source



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Daily Activity Overview

Total Number of People to View TP Page by Day



NEW VISITORS

65% of people to view the Total Property landing page on www.bayleys.co.nz have never visited our site before.

TIME ON SITE

A strong indication of the effectiveness of a digital advertising medium is the time interested parties spend browsing properties on www.bayleys.co.nz as a direct result of clicking on the digital advertisement. Over the first two weeks of the TP2 campaign there have been three stand out performers as detailed below.



LinkedIn
18.35 minutes



**NZ Herald Commercial
Property Takeover**
7.17 minutes



NZ Herald Contextual
5.21 minutes

SEARCH ENGINE MARKETING

An aggressive Google Ad Words campaign has been running to drive engaged audiences to view TP properties on www.bayleys.co.nz.

406 people have visited the Total Property landing page on www.bayleys.co.nz as a result of this activity to date

