



# Find your ideal buyer with digital ads

Digital advertising gives you the power to **reach the right buyers at the right time.**

With Australians spending up to 6 hours online every day\*, target relevant buyers where they're spending most of their time; across thousands of websites and popular social media channels.

- ▶ **Find** more in-market buyers.
- ▶ **Attract** more buyers to your open home.
- ▶ **Reduce** days on market.

\*We Are Social Ltd



# Unlock powerful digital marketing with Plezzel

## Target buyers based on their:



### Location

Show your ad to buyers in the specific locations they're likely to come from.



### Interests

Are buyers commuters, professionals, foodies, or active?



### Demographics

Target buyers based on their likely age range, family size, and more.



### Online behaviour

Reach buyers searching for similar properties at a similar price.

## Enhancing every stage of the property journey



### Prelaunch



### Just Listed



### Open Home



### Decision



### Sold

AB Properties  
Sponsored -

JUST LISTED | 7 Riverside Quay Melbourne, VIC

Just Listed

John Smith  
0400 999 888

www.abproperties.com.au  
JUST LISTED

Learn More

AB Properties  
Sponsored -

For Sale: 111, Ivy Street, Malvern East - Ready for inspection

John Smith  
0400 999 888

www.abproperties.com.au  
For Sale - Book Inspection

Book Now

AB Properties  
Sponsored -

Auction reminder: 4 Gertrude Street, Dromana

Auction

www.abproperties.com.au  
Auction Reminder

Book Now

## Plezzel's ready-made digital ads support your listing at every stage of the marketing campaign.

As soon as your photography has been completed and uploaded, your campaign can be built and shared with your ideal buyers, building excitement and interest.

### Keeping you updated

Receive transparent reporting at the mid-point and end-point of your campaign to track performance.

For more information please call **1300 734 318** or email **sales@plezzel.com.au**



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