



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

25538 Hidden Springs Ct Advertising and Marketing Program



COLDWELL BANKER
REALTY

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 25538 Hidden Springs Ct

SKY Advertising is excited to present to Coldwell Banker a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 25538 Hidden Springs Ct.

Your strategic blueprint is composed digital products that are highly targeted to individuals looking for high-end living in Los Altos Hills, CA 94022.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

LET'S DO
GREAT THINGS TOGETHER

JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com

Digital Offerings



COLDWELL BANKER
REALTY

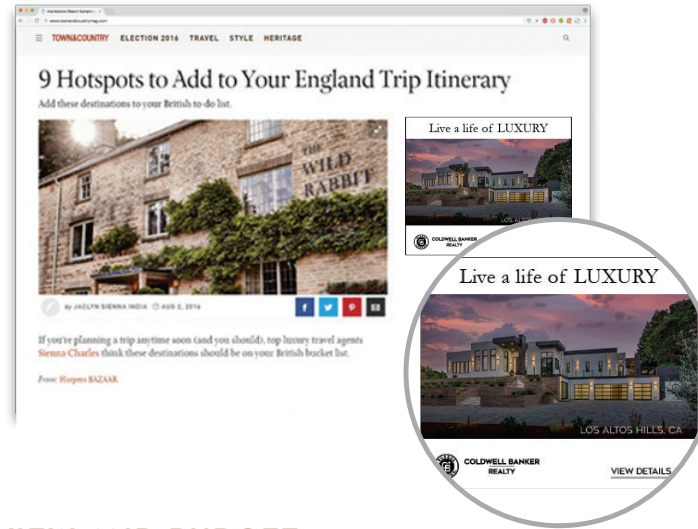
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **25538 Hidden Springs Ct**
- Flight Dates: **December 2023 - January 2024**
- Impressions: **500,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450



DIGITAL

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.



FORTUNE

THE WALL STREET JOURNAL.

BARRON'S

Forbes

INVESTOR'S BUSINESS DAILY



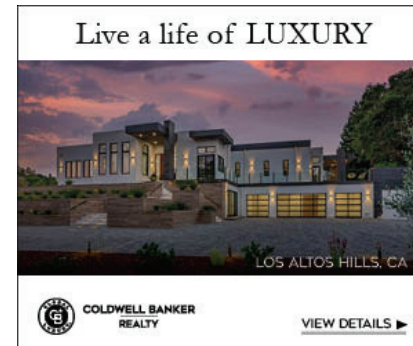
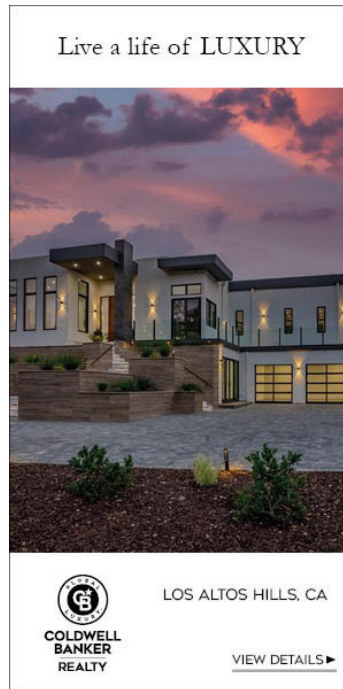
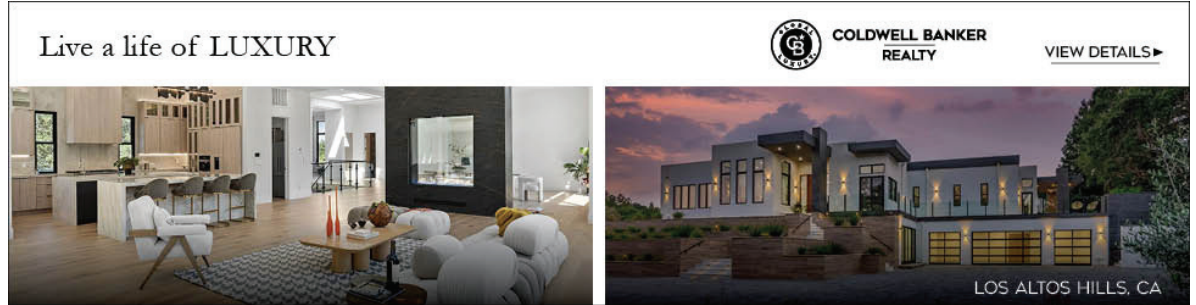
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

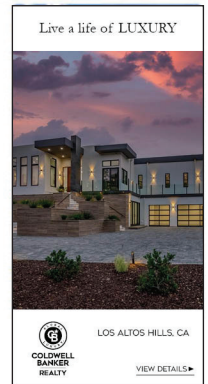
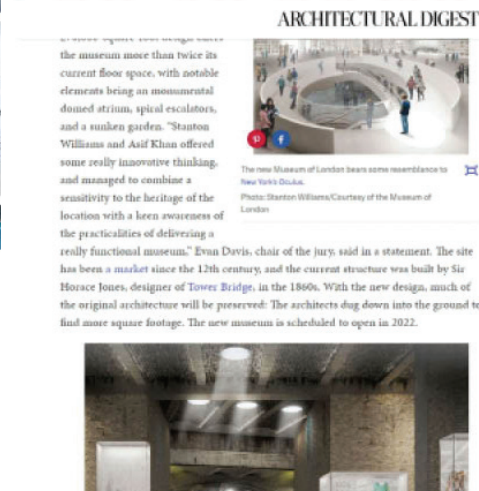
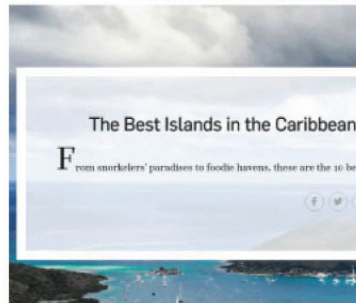
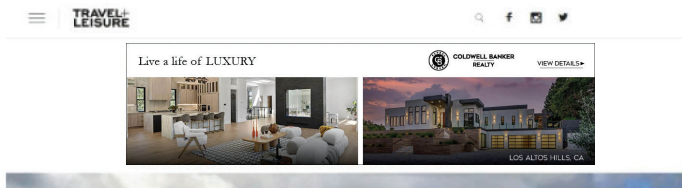
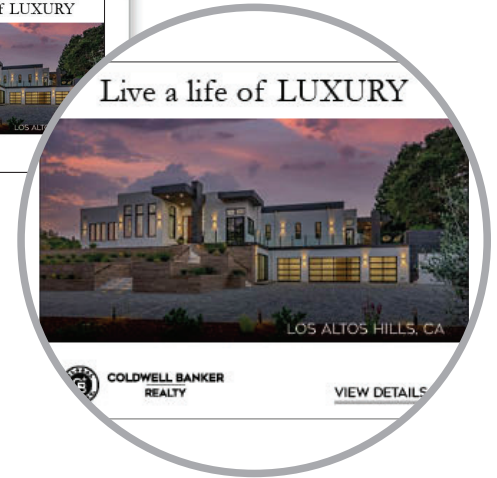
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

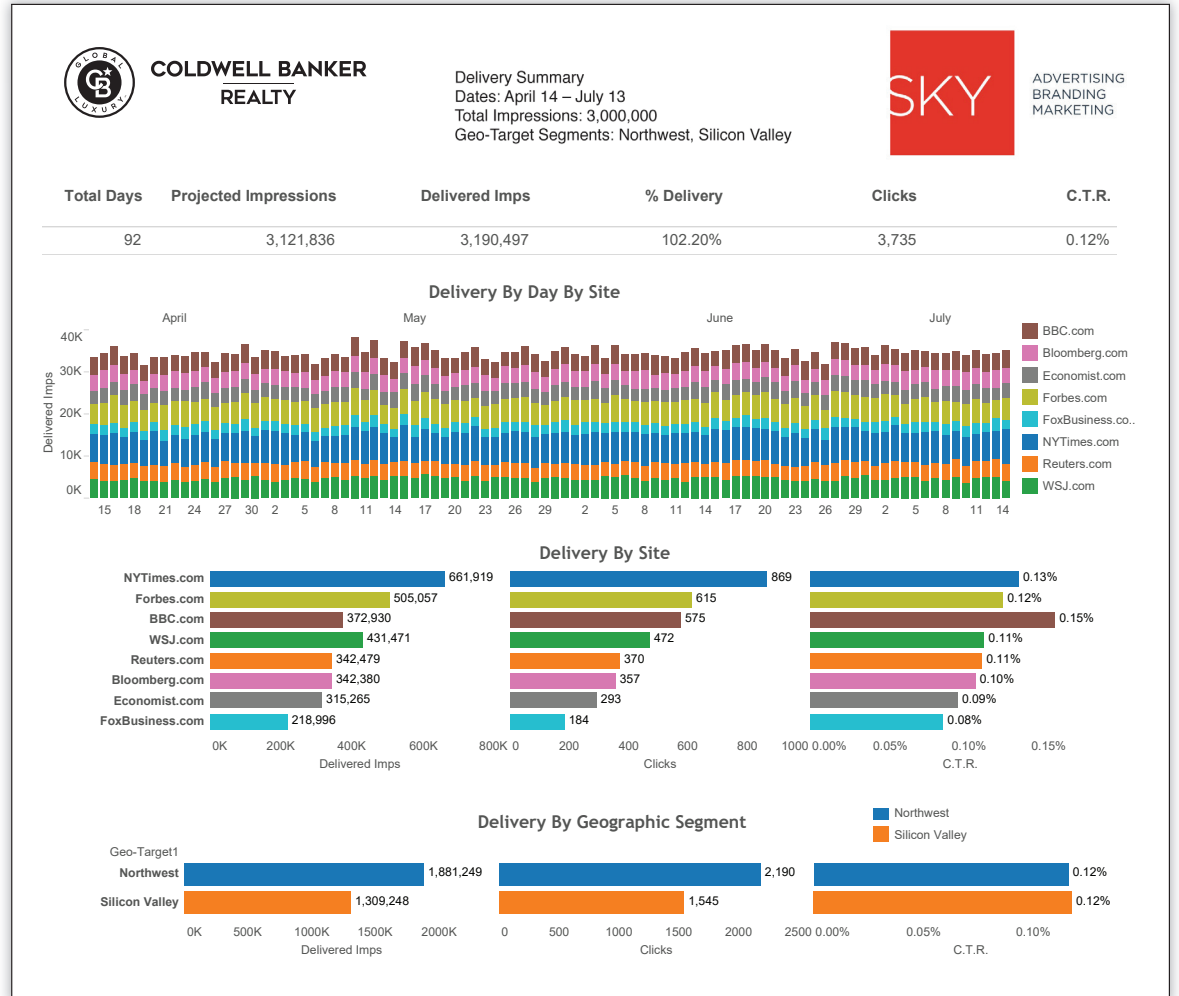


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



Impressions Scheduling

After doing some research, we have put together an integrated program that provides targets a C Level and Senior Level Management audience living in Los Altos Hills, Silicon Valley, and San Francisco. The program, with a projected start date of December 1st, will run for two months and deliver an estimated 500,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites (e.g. WSJ.com, FoxBusiness.com, Reuters.com etc.)
- An In-Market segment that will allow us to show banners to adults in the top 10% HHI who are actively looking for residential real estate and living in Silicon Valley.

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

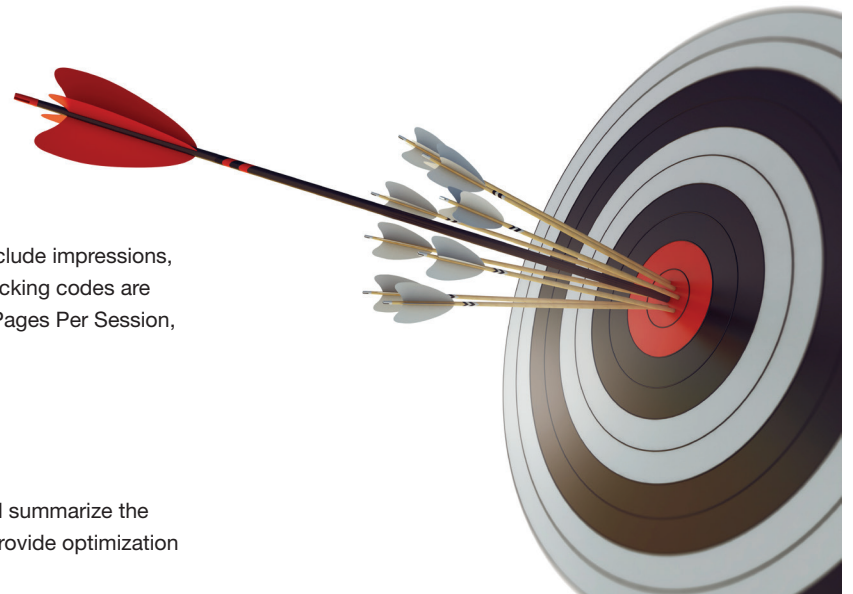
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



Impressions Scheduling

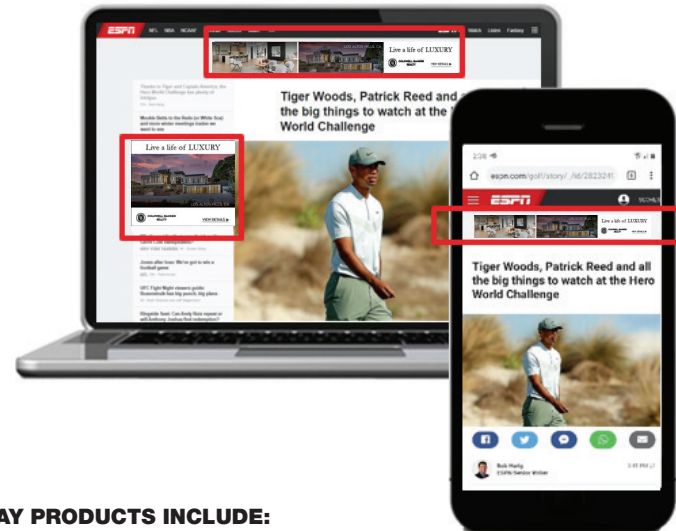
CBGL 25538 Hidden Springs Ct

Media	Geo-Target	December					January				Impressions
		1	8	15	22	29	5	12	19	26	
WSJ.com	Los Altos Hills, Silicon Valley, San Francisco										350,000
FoxBusiness.com											
Forbes.com											
Fortune.com											
CNBC.com											
Barrons.com											
Investors.com											
Reuters.com											
In-Market Residential Real Estate	Silicon Valley									150,000	
Total Impressions											500,000

Comprehensive Digital

DISPLAY

Digital Display advertising refers to the promotion of products or services through display ads on digital platforms such as websites or mobile apps. With Targeted Display, we offer campaigns that include Keyword Targeting, Behavioral Targeting, Retargeting and Artificial Intelligence (A.I.) Targeting designed to show your ads to the exact audience you want to reach, to deliver the right message on the right device at the right time.



TARGETED DISPLAY PRODUCTS INCLUDE:

Complete optimization including strategy, ad serving, and reporting. Full transparency, giving you the assurance your budget is allocated efficiently.

The ability to target specific audiences, rather than only specific sites, by leveraging the data collected by our algorithms.

The power to implement advanced testing to ensure you are maximizing the click-through-rate (CTR) and conversion rate of your advertising and landing pages.

We track impressions, clicks, view-throughs and conversions!

We implement Retargeting campaigns to target people who have been to your website but didn't convert. Keyword Targeting using the keywords and phrases your customers are searching for and contained on webpages they are reading.

With A.I. Targeting we are showing your display or video

ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad. We can target from thousands of Behavioral Categories and show your ads to the people most likely to want your products and services.

We geo-target every campaign, showing your ads just to the people in the areas you want to reach.

Cross Platform Targeting available from Mobile Conquesting. Custom Audience Matching & Lookalike Audiences- target people on your list of emails, addresses, or phone numbers and show them display ads when they browse websites and apps.

PRICE: FROM \$2,500/MONTH

Comprehensive Digital

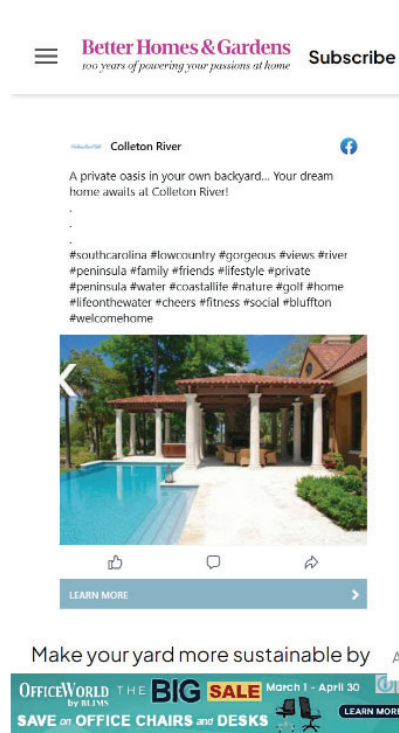
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

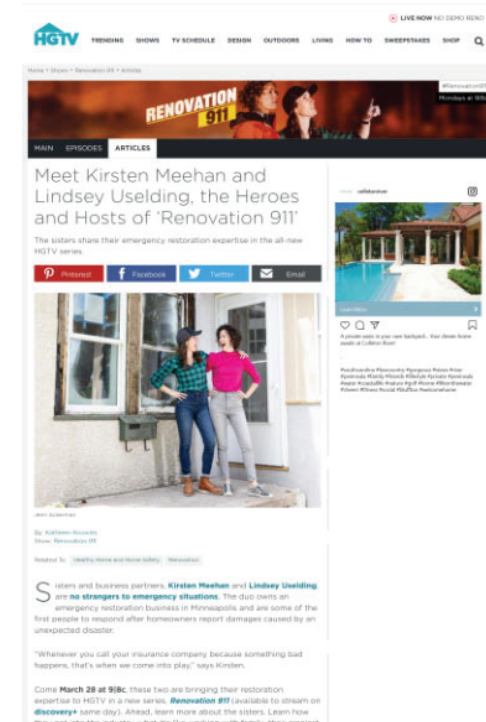
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



PRICE: FROM \$2,500/MONTH

Comprehensive Digital

Client: Coldwell Banker Stilla Raissi

Digital Campaign Planner

Date Created:
11/21/2023



GEOGRAPHIC TARGET:

Los Altos Hills, Silicon Valley
Region, San Francisco

Campaign Duration: 11/30/2023 - 1/30/2024	Dec-23	Jan-24	Total
DISPLAY ADS			
Retargeting			
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; High End Home Owner; Millionaires; Multi-Millionaires			
AI Targeting			
Keyword Targeting			
Total Potential Impressions	250,000	250,000	500,000
Cost Per Thousand	\$10.00	\$10.00	\$10.00
Investment Projection	\$2,500.00	\$2,500.00	\$5,000.00
SOCIAL MIRROR ADS			
Platforms: Facebook; Instagram			
Retargeting			
Behavioral Targeting: High Net Worth; High Net Worth Individual; Luxury Home Owners; High End Home Owner; Millionaires; Multi-Millionaires			
AI Targeting			
Keyword Targeting			
Total Potential Impressions	166,667	166,667	333,333
Cost Per Thousand	\$15.00	\$15.00	\$15.00
Investment Projection	\$2,500.00	\$2,500.00	\$5,000.00
TOTAL CAMPAIGN IMPRESSIONS:	416,667	416,667	833,333
TOTAL CAMPAIGN INVESTMENT:	\$5,000.00	\$5,000.00	\$10,000.00

Display Available Monthly Impressions Estimate:	8,215,416
Percentage of Targeted Display inventory purchased with this campaign:	3.04%
Social Mirror Ads Available Monthly Impressions Estimate:	816,881
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	20.40%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

LinkedIn.com

After doing some research, we have put together an integrated program that provides targets:

Locations: Silicon Valley, California, United States, San Francisco Bay Area.

Company Industries: Technology, Information and Media.

Job Titles (Current): Chief Executive Officer, Deputy Chief Executive Officer, Group Chief Executive Officer, Interim Chief Executive Officer, Principal Chief Executive Officer, Acting Chief Executive Officer, Co-Founder, Chief Operating Officer, General Manager, Vice President, Senior Vice President, Executive Vice President, Director, Chief Technology Officer, Chief Commercial Officer, Senior Director, Vice President of Products, Senior Vice President Marketing, Chief Marketing Officer.

- Years of Experience: 9 years - 12+ years
- Company Revenue: \$100M-\$1B, \$1B+
- Target audience size: 52,000+
- 30-day spend: \$3,846 - \$6,923
- 30-day impressions: 150,000 - 440,000
- CTR: 0.58% - 0.88%
- 30-day clicks: 1,200 - 3,500

PRICE: \$4,000/MONTH



DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



Schedule, Pricing & Reach



COLDWELL BANKER
REALTY

Proposed Media Schedule & Pricing 2023-2024

Media	Ad Description	December	January	Media Total	Reach
Digital					
Million Impressions*					
Million Impressions	Digital Banner Program Targeting - Los Altos Hills, Silicon Valley, San Fran	\$ 1,195.00	\$ 1,195.00	\$ 2,390.00	500,000
LinkedIn					
LinkedIn	LinkedIn.com	\$ 4,000.00	\$ 4,000.00	\$ 8,000.00	400,000
Comprehensive Digital					
Social Mirror	Social Mirror	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00	333,334
Display	Display	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00	500,000
Nob Hill Gazette					
Nob Hill Gazette	San Francisco, Penin OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 1,000.00	13,000
TOTAL				\$ 21,390.00	1,746,334
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy					
Pricing Subject to Change					