



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# Greenwich CT Office Advertising and Marketing Program



COLDWELL BANKER  
REALTY

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- 15 2024



**NEW YORK** 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
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ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure Greenwich CT Office

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 Greenwich, CT Office.

Your strategic blueprint is composed of select digital products that are highly targeted to individuals looking for high-end living in Greenwich, CT.

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 brand.

LET'S DO  
GREAT THINGS TOGETHER

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# 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: **Greenwich, CT Office**
- Flight Dates: **February 2024 - April 2024**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
Three Month Minimum	



Minimum 3 month commitment

## DIGITAL

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# 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.

The New York Times

FOX BUSINESS



THE WALL STREET JOURNAL.

BARRON'S

Forbes

Bloomberg  
Markets



INVESTOR'S BUSINESS DAILY



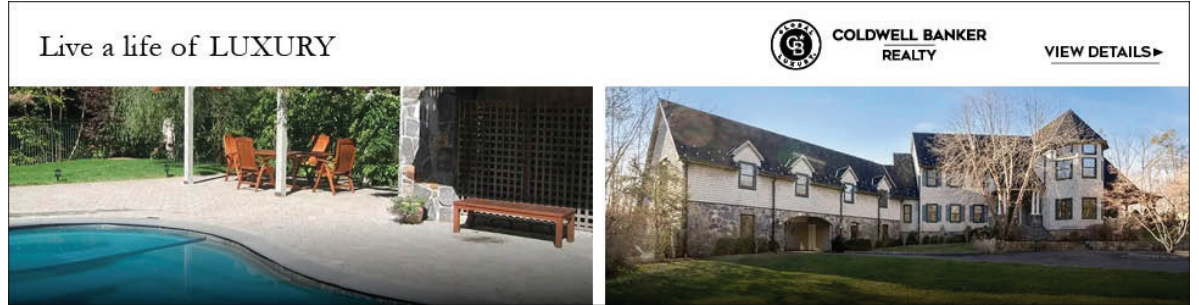
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

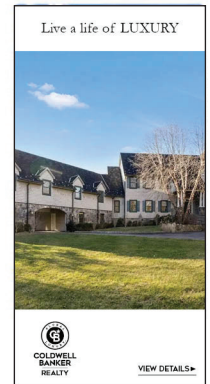
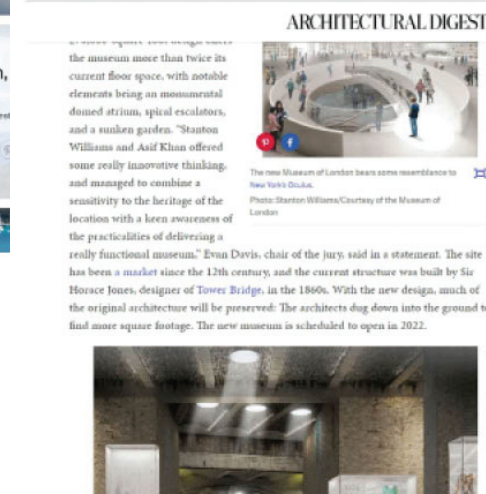
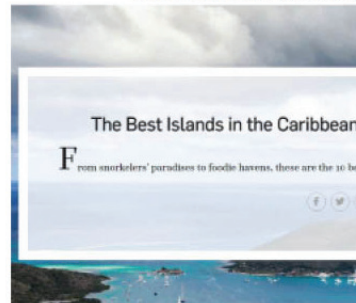
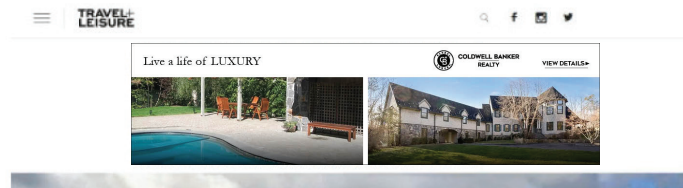
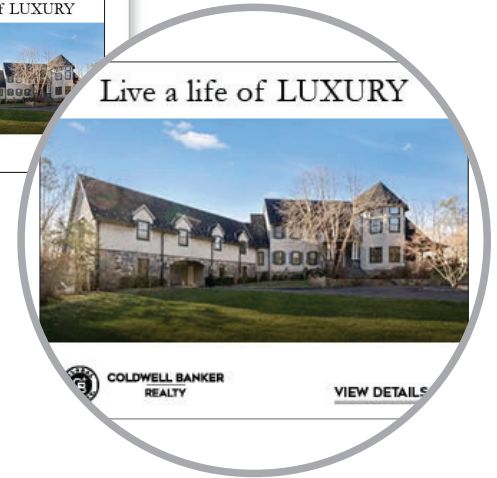
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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 targets a high-net-worth audience living in New York City, Fairfield County, and Westchester.

The program, with a projected start date of February 1st, will run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A site-specific segment of premium news and business/finance focused websites (e.g. WSJ.com, NYTimes.com, Reuters.com etc.)
- A Custom Intent segment that will allow us to show banners to adults actively searching for Fairfield County area real estate and living in New York City and Westchester.
- An In-Market Intent segment that will allow us to show banners to adults actively searching for residential real estate and living in Fairfield County.

This segment consists of premium global business/finance websites such as WSJ.com, Boston.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.

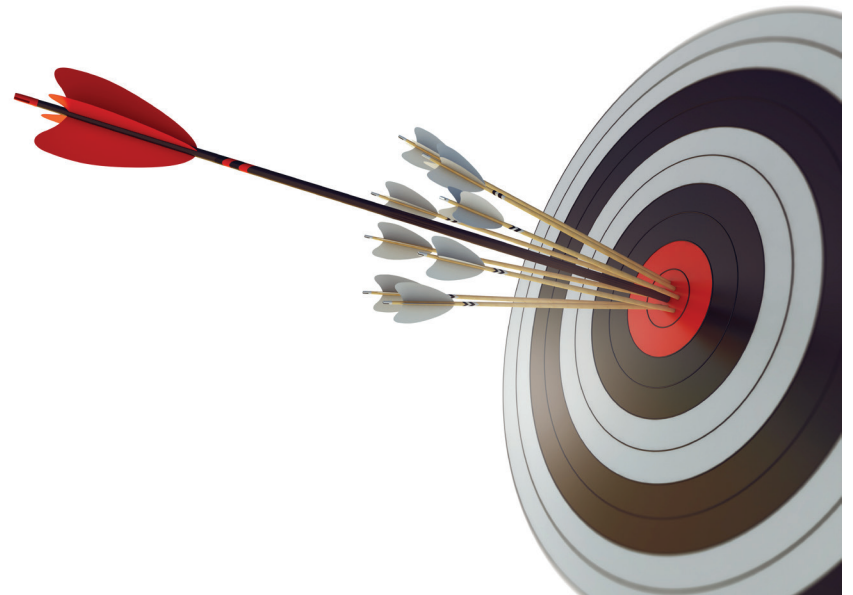
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

**Greenwich CT Coldwell Banker**

Media	Geo-Target	February				March				April				Impressions
		1	8	15	22	29	7	14	21	28	4	11	18	
NYTimes.com	New York City, Fairfield County, and Westchester													
WSJ.com														
FoxBusiness.com														
Forbes.com														
Bloomberg.com														
CNBC.com														
Barrons.com														
Investors.com														
Reuters.com														
Custom Intent - Fairfield County Area Real Estate	Westchester, and NYC													550,000
In-Market - Residential Real Estate	Fairfield County													875,000
<b>Total Impressions</b>													<b>3,000,000</b>	

# Comprehensive Digital

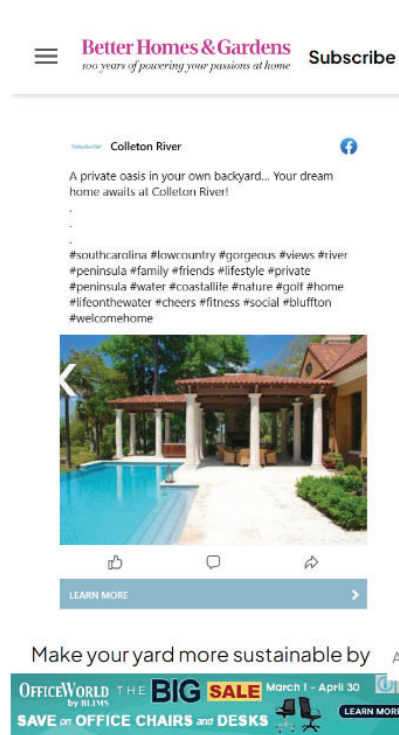
## SOCIAL MIRROR ADS

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.

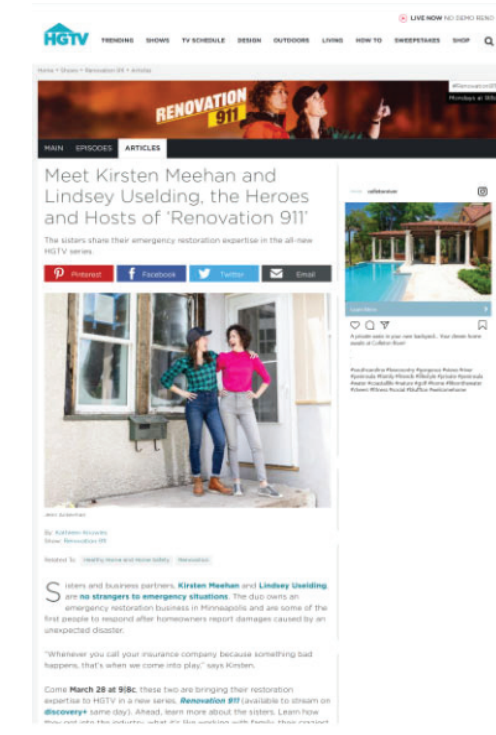
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



**PRICE: FROM \$1,500/MONTH**  
**100,000 IMPRESSIONS/MONTH**



# Comprehensive Digital

Client: Coldwell Banker Greenwich CT

## Digital Campaign Planner



Date Created: 1/23/2024

### GEOGRAPHIC TARGET:

Greenwich, CT; New York, NY;  
Westchester NY County Zips; Fairfield  
CT County Zips

Campaign Duration: 02/01/2024-05/01/2024	Feb-24	Mar-24	Apr-24	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth Individual; Luxury Home Owners; Plans to Sell Home; Luxury Homes				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	166,667	166,667	166,667	500,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>				
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	166,667	166,667	166,667	500,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>				

Social Mirror Ads Available Monthly Impressions Estimate:	370,598
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	44.97%

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.

# Schedule, Pricing & Reach



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# Proposed Media Schedule & Pricing 2024

Media	Ad Description	March	April	May	June	July	August	September	October	November	Media Total	Reach
<b>Digital</b>												
<b>Million Impressions*</b>												
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00				\$ 2,450.00	\$ 2,450.00		\$ 12,250.00	5,000,000
Million Impressions	Targeting - Greenwich CT, Fairfield County Area, Westchester, NYC											
<b>Comprehensive Digital</b>												
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00				\$ 1,500.00	\$ 1,500.00		\$ 7,500.00	500,000
TOTAL											\$ 19,750.00	5,500,000
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change												