



ADVERTISING
BRANDING
MARKETING

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SKYAD.COM

GILLES RAIS TEAM ADVERTISING AND MARKETING PROGRAM



COLDWELL BANKER
REALTY

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NATIONAL & GLOBAL EXPOSURE MULTIPLE PROPERTIES

SKY Advertising is excited to present to Coldwell Banker Global Luxury a curated, marketing selection of offerings to bring ultra-high net worth buyer awareness to properties of the Gilles Rais team.

Your strategic blueprint is composed of digital products that are highly targeted to individuals looking for high-end living in Ft. Lauderdale.

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

LET'S DO GREAT THINGS TOGETHER

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COLDWELL BANKER
REALTY

Digital Offerings

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.

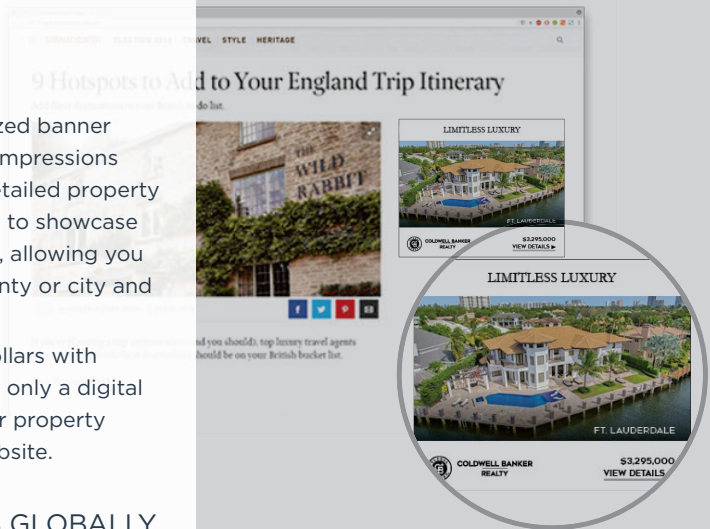
CAMPAIGN OVERVIEW AND BUDGET

Campaign: Multiple Properties
Flight Dates: March 2022 - May 2022
Impressions: 3,000,000
 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
Three Month Minimum	



Minimum 3 month commitment



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.

THE WALL STREET JOURNAL.

Forbes



FOX BUSINESS

BARRON'S



REUTERS

Bloomberg
Markets

Many more websites available for local to global targeting.

» 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.

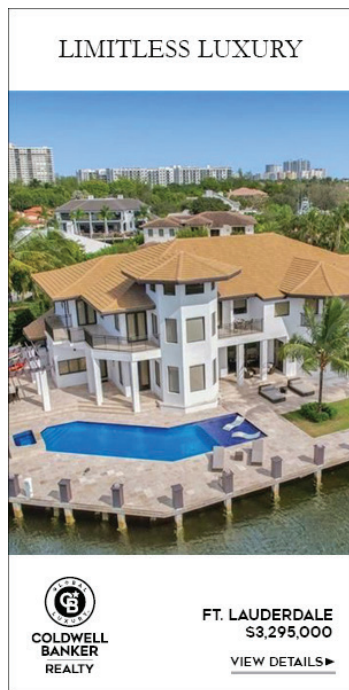
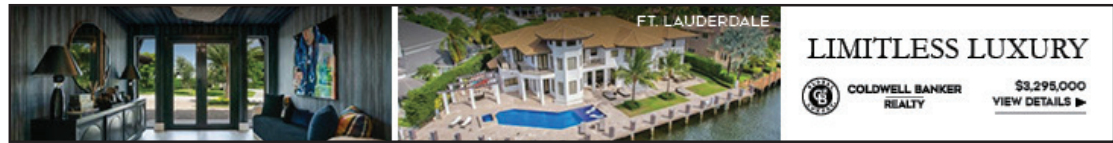
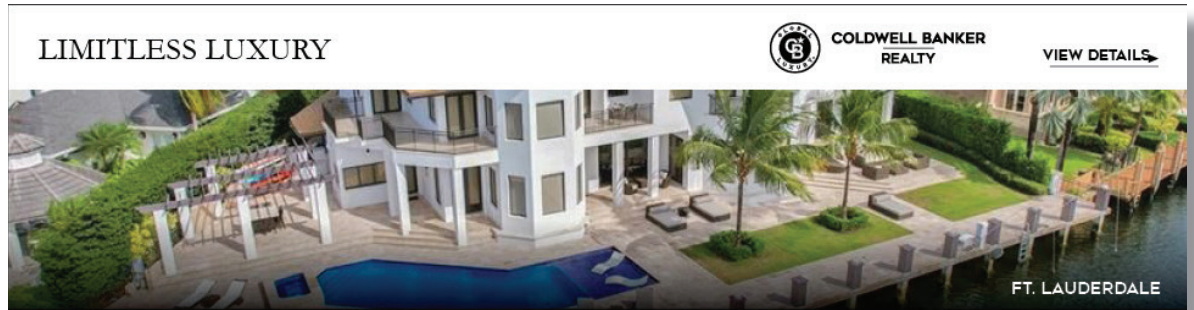


CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

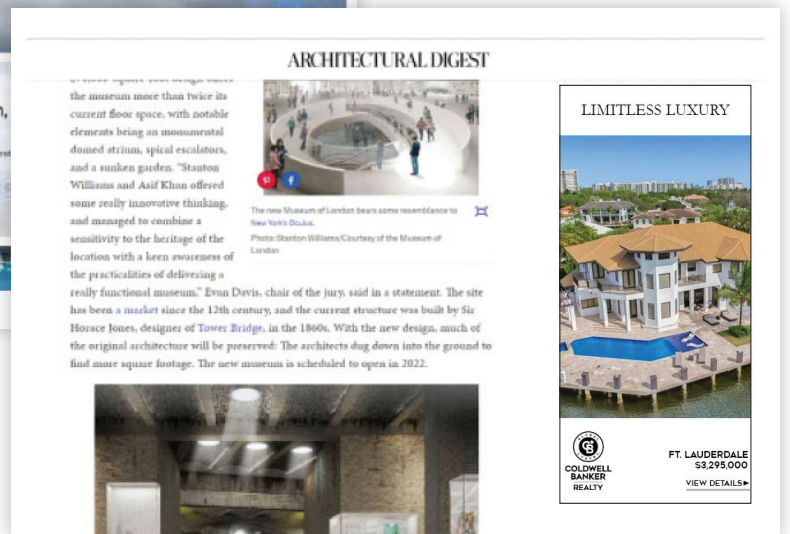
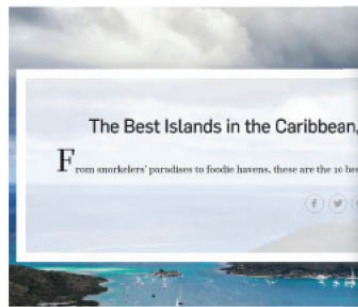
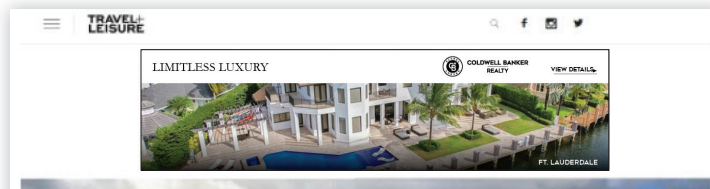
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 920x250, 728x90, 300x600, 300x250, or custom sizes.

Banner Production: \$350



SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

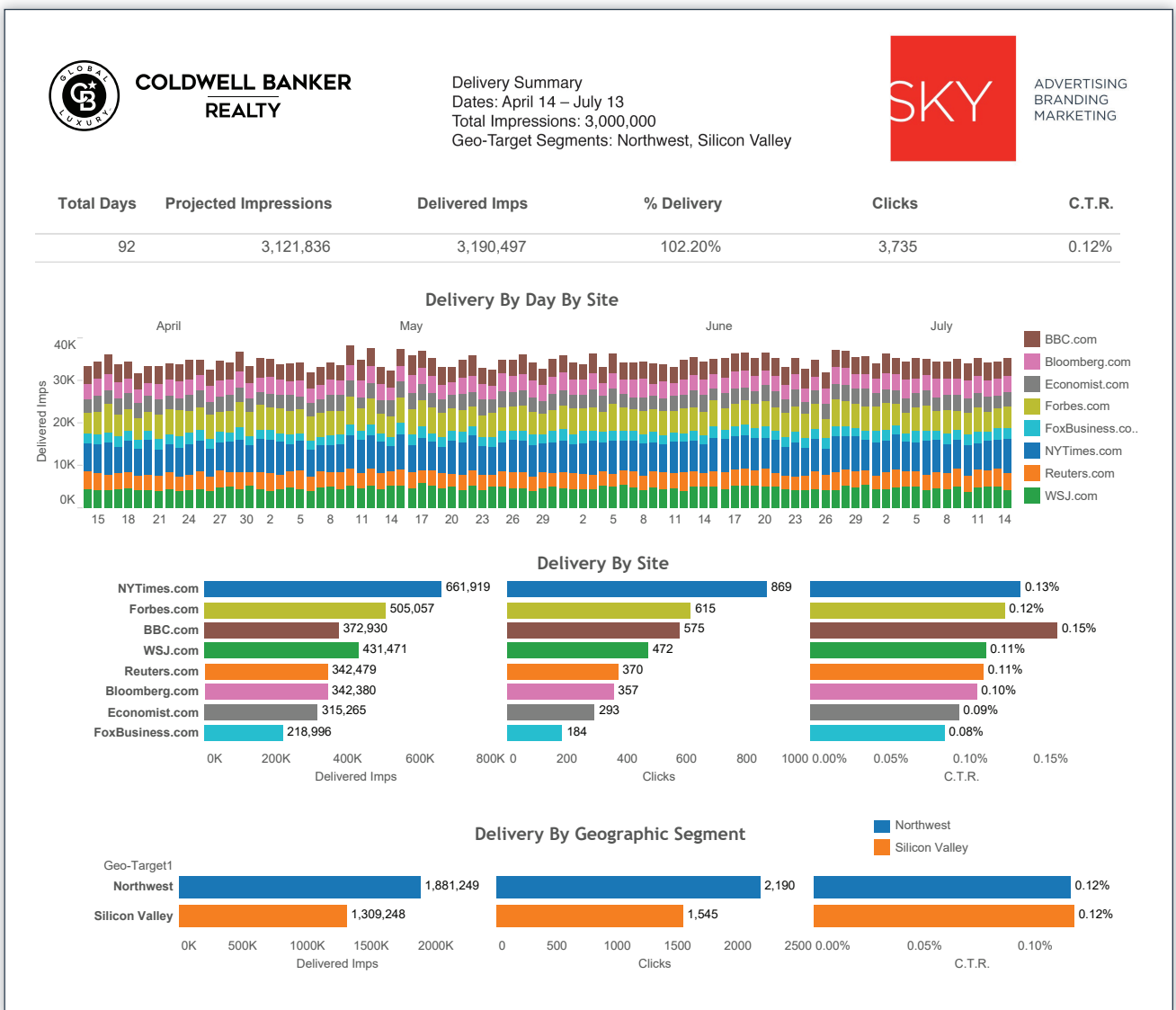


COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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 researching, we have put together an integrated program that targets a high-net-worth audience in the New York Metro, Miami, Miami Beach, Fort Lauderdale, Boca Raton, San Francisco and Los Angeles.

The program, with a projected start date of March 7th and will run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth (HHI Top 10%) audience in the New York Metro, Miami, Miami Beach, Fort Lauderdale, Boca Raton, San Francisco and Los Angeles in a premium editorial environment on top national business/finance sites.
- An In-Market segment, that will target readers (HHI Top 10%) in Miami and Fort Lauderdale who are actively in the market for Residential Real Estate.
- A segment, that will target Homeowners (HHI Top 10%) in Fort Lauderdale.
- A Custom Intent segment, that will target readers (HHI Top 10%) in the New York Metro, Miami, Miami Beach, Fort Lauderdale, Boca Raton, San Francisco and Los Angeles who are considered who are actively searching for Luxury Real Estate in Fort Lauderdale.
- A Retargeting segment

» BEHAVIORAL TARGETING

We are able to 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 national and local 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) 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 recommendation.

IMPRESSIONS SCHEDULE

		CB Gilles Rais																		
		March			April			May			June			Impressions						
		28	07	14	21	28	04	11	18	25	02	09	16	23	30	06	13	20		
Media	Geo-Target																			
WSJ.com																				
FoxBusiness.com																				
Barrons.com																				
Bloomberg.com	NY Metro, Miami, Miami Beach, Boca Raton, San Francisco, Los Angeles																			735,000
CNBC.com																				
Reuters.com																				
Forbes.com																				
In-Market - Residential Homes For Sale	Miami/Fort Lauderdale																			790,000
Homeowners	Fort Lauderdale																			685,000
Custom Intent - Fort Lauderdale Luxury Real Estate	NY Metro, Boca Raton, San Francisco, Los Angeles																			750,000
Retargeting	All																			40,000
Total Digital																				3,000,000

FACEBOOK ADVERTISING

» MINI-LEAD CAMPAIGN

Real Estate Leads Made Simple

Not just a promoted post! These campaigns use Likely Mover Profile to display your ads to qualified people in the area.

Leads You Own in Real Time

Using new 'Lead Capture' technology, these ads simplify the process for a user to become a lead and you get immediate notifications.

3 DAY SOCIAL CAMPAIGN
GUARANTEED 4-8 LEADS
PRICE: \$275/LISTING

7 DAY SOCIAL CAMPAIGN
GUARANTEED 8-12 LEADS
PRICE: \$425/LISTING

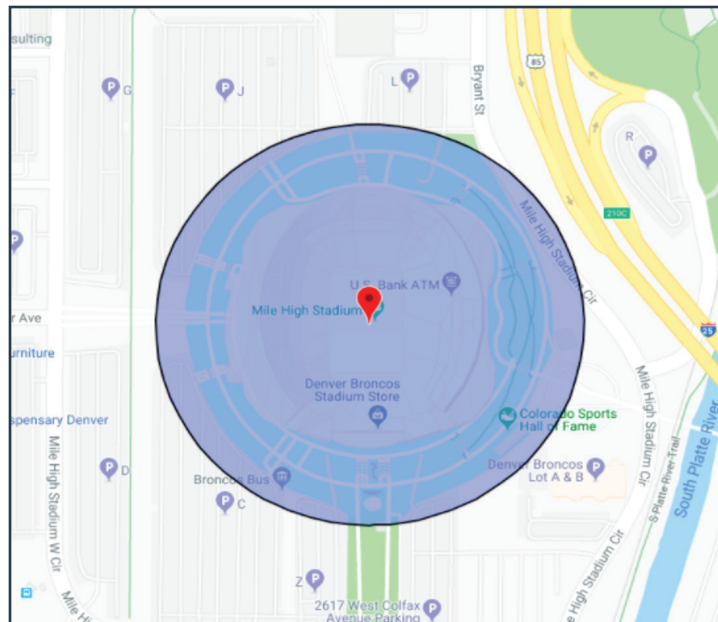
14 DAY SOCIAL CAMPAIGN
GUARANTEED 16-32 LEADS
PRICE: \$500/LISTING



DIGITAL EVENT TARGETING

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- Event targeting - Target customers who attend specified events within a specific time frame.
- Location targeting - Target customers in specific locations during a specific time frame.
- Custom audiences - Target customers that are within or have recently visited a specific Geo-Fenced location.



» TARGET LOCATIONS

- Pine Crest School- 1501 NE 62nd St, Fort Lauderdale, FL 33334
- Coral Ridge Country Club- 3801 Bayview Dr, Fort Lauderdale, FL 33308
- Lauderdale Yacht Club- 1725 SE 12th St, Fort Lauderdale, FL 33316
- Cardinal Gibbons High School- 2900 NE 47th St, Fort Lauderdale, FL 33308
- Adios Country Club/Golf Club- 7740 NW 39th Ave, Coconut Creek, FL 33073

» TIER 1

- Investment: \$1,325
- Monthly Impressions: 66,890

» TIER 2

- Investment: \$2,575
- Monthly Impressions 133,780

» TIER 3

- Investment: \$3,750
- Monthly Impressions 200,670



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REALTY

Circulation/Distribution/Reach

CIRCULATION/DISTRIBUTION/REACH 2022

Media	Circulation
DIGITAL	
Million Impressions*	3,000,000
Facebook Mini-Lead Campaign	
Geofencing - Event and Location	401,340
GRAND TOTAL	3,401,340



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Schedule and Pricing

PROPOSED MEDIA SCHEDULE & PRICING 2022

Media	Ad Description	Price	March	April	May	Media Total
DIGITAL						
Million Impressions*	Digital Banner Program Targeting - New York Metro, Miami, Miami enter circ	\$1195/250K; \$1625/500K, \$2450/1 millio	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 7,350.00
Facebook Mini-Lead Campaign	7 Day Social Campaign - guaranteed 8-12 l	\$425/Listing	\$ 425.00	\$ 425.00	\$ 425.00	\$ 1,275.00
Geofencing - Event and Location	Target specific events and locations	Tier 3 \$1,325 66890 Impressions, Tier 2 \$:	\$ 2,575.00	\$ 2,575.00	\$ 2,575.00	\$ 7,725.00
TOTAL			\$	\$	\$	\$ 16,350.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change