



ADVERTISING
BRANDING
MARKETING

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SKYAD.COM

CB HILARY STEVENS
JOYCE REY TEAM
EXCLUSIVE
ADVERTISING AND
MARKETING PROGRAM



COLDWELL BANKER
REALTY

MULTI CHANNEL & PLATFORM DIGITAL

» STRATEGIC DIGITAL MEDIA PLANNING

Extensive strategic planning, client collaboration, third-party research, and multi-channel/cross-device assessments fortify a strong campaign foundation.

» ACCOUNT MANAGEMENT

Seasoned, dedicated client success and client service experts and media traders oversee and ensure campaign success across all placements.

» UNLIMITED DIGITAL MEDIA PLATFORMS

An efficient mix of channels, platforms, and data sources break down silos to reach targets and supercharge performance.

» INSIGHTFUL REPORTS, DATA + ANALYTICS

Breakthrough KPIs with 24/7, real-time tracking and optimization to ensure success, customized and white-labeled dashboards, and detailed analytics and reporting.

» FRIENDS IN ALL THE RIGHT PLACES



TRACKING SUCCESS

» PIXELS

Website tracking pixels are highly recommended in order to enable Domain Retargeting across tactics and track campaign success against specific website conversions.

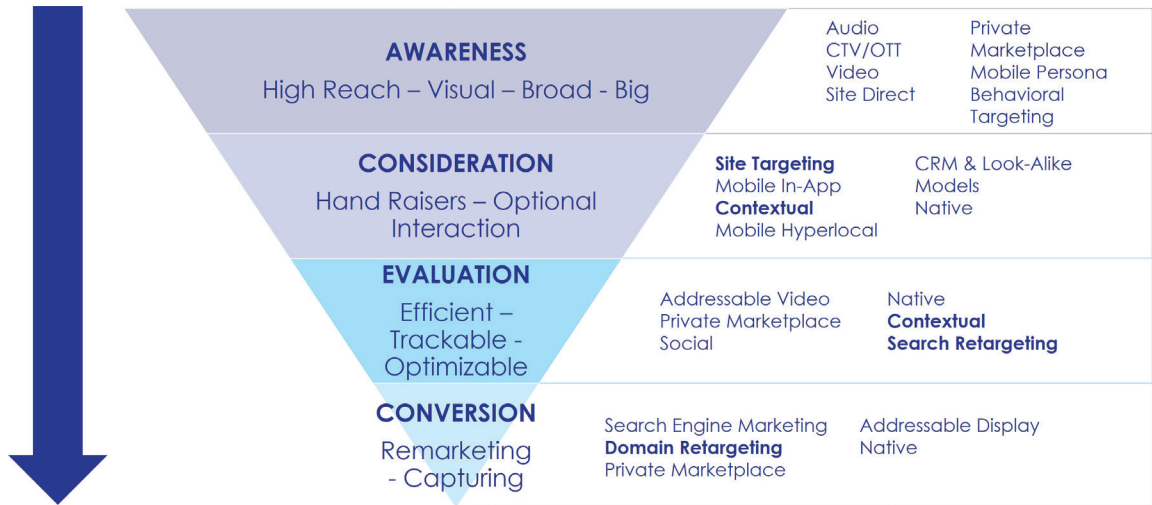
» OPTIMIZATIONS

The campaign will be optimized based on factors like the top converting tactic, the time of day most users are converting, the top converting day of the week and the average frequency that it takes for users to convert. These learnings will be shared in regular reporting as well as on the dashboard that is available for you to access 24/7.

MULTI CHANNEL & PLATFORM DIGITAL

» UNDERSTANDING THE AUDIENCE JOURNEY

Our media strategies are based on how best to reach the target audience along the marketing and media funnel, moving from awareness, to consideration, to evaluation and to conversion or purchase.



» TARGET AUDIENCE AND GEOGRAPHY

Individuals with a net worth of \$10 million + who are interested in real estate Preservation, Restoration, Mid-Century Modern, Modernism, Victorian, Renovation. Los Angeles Metro & Beverly Hills.

» OVERALL STRATEGY

Based on the monthly budget, we are recommending a focused approach utilizing Display, which covers multiple phases of the customer journey. Our primary focus will be to find individuals who have a net worth of \$10 million plus and who have interest in Real Estate, to include; preservation, restoration, renovation, mid-century modern, modernism and Victorian.

Display banners will be integral to promoting your landing page for your historic homes report to highly targeted individuals via a layered approach of programmatic targeting. Site targeting will focus ads across a combination of highly relevant real estate, renovation, restoration & historical home websites. Category contextual will allow for further granularity in presenting ads across relevant real estate, renovation and restoration websites. Search Retargeting will catch people who are searching for relevant terms and present them with our banner ad later across their devices.

Sky optimizes tactics daily in order to analyze incoming data and adjust based on real-time learnings. We recommend that tactic budget allocations remain fluid in order to focus spend on the approaches that are generating highest results.

PRICE: \$2,000/MONTH (3 MONTH MINIMUM)

MULTI CHANNEL & PLATFORM DIGITAL

DISPLAY

- Promotes customer engagement by increasing brand familiarity.
- Geo targeted banner ads will be delivered to your audience when they are online, searching and viewing relevant content across all devices.

» TARGETING INCLUDES

- Contextual – targeting consumers while engaging with content mentioning relevant terms
- Search Retargeting – targeting consumers who are searching for relevant terms online
- Behavioral – Utilizes third party data and browsing history to reach relevant users
- Domain Retargeting – retargeting consumers after they visit your website to keep your brand/product top of mind



ATTENTION GRABBING DIGITAL DISPLAY STRATEGIES

» GEO + AUDIENCE TARGETING

Delivered to our audiences when they are online, searching and viewing relevant content across all devices.

» BEHAVIORAL TARGETING

Leverage third party data to identify and serve ads to target individuals in-market for your products and services.

» SITE TARGETING

Serve ads within appropriate sites representing key categories.

» CROSS DEVICE + DOMAIN RETARGETING

Allows us to continue serving ads to people after visiting your website across multiple devices in the same household.

» KEYWORD CONTEXTUAL

Allows us to serve ads next to relevant web content containing specific, relevant keywords.

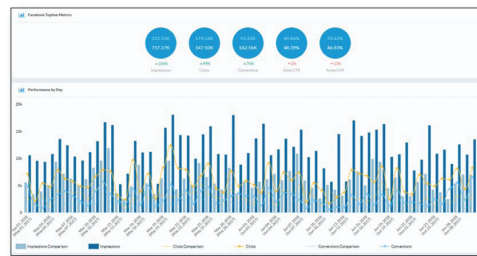
» APP DOWNLOAD TARGETING

Key in on users who have downloaded relevant apps.

MULTI CHANNEL & PLATFORM DIGITAL

» COMPREHENSIVE REPORTS AND LIVE DASHBOARD ACCESS

- Our team conducts ongoing daily campaign tracking, analysis and optimization, and end-of-campaign reporting
- We can set up automated email reports in PPT, Excel or PDF.
- We offer the ability to connect all media campaign data sources into a custom campaign dashboard.
- Offline conversion data reporting can be linked to show attribution for campaigns for a complete Marketing Dashboard.
- Client can be setup to have 24/7 access to this custom dashboard.



DIGITAL MEDIA PLAN

Flight Dates	Geo	Audience	Tactics	Description	Ad Sizes	Unit Price Type	Estimated Units
2020-21							
12/18/2021 - 3/20/2022	LA Metro / Beverly Hills	Individuals with a net worth of \$10 million + who are interested in real estate Preservation, Restoration, Mid-Century Modern, Modernism, Victorian, Renovation.	Display	Contextual (Category, Keyword), Search Retargeting, Site Targeting, Domain Retargeting	160x600; 300x250; 300x600; 728x90; 300x50; 320x50	CPM	756,303
Total							