



SKY

ADVERTISING  
BRANDING  
MARKETING

# Zunda Towers

## Marketing Campaign Final Report

Latvia

Sotheby's  
INTERNATIONAL REALTY

# 1 MILLION IMPRESSIONS

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.

## CAMPAIGN BACKGROUND

- **Campaign:** Latvia Sotheby's - Zunda Towers
- **Flight Dates:** March 15 - June 14, 2022
- **Target Sites:** NYTimes.com, Forbes.com, Bloomberg.com, Reuters.com, FT.com, Economist.com, CNBC.com, WSJ.com, FAZ.net, Vedomosti.ru, GulfBusiness.com, Expansion.com, Rbc.ru, Lenta.ru, Kommersant.ru, Gazeta.ru, Affinity Segment - Digital Currencies and Crypto
- **Ad Units:** 728x90, 300x250, 300x600, 970x250
- **Geo-Targeting:** Latvia, Ukraine , Germany, UAE, Miami, NY Metro, LA Metro, SF Metro, Lithuania, Estonia, Spain
- **Impressions:** 1,000,000 Monthly
- **URL:** [https://latviasothebysrealty.com/en/real-estate/sell-apartment-riga-rankadambis-204338/?utm\\_source=SKY\\_Sothebys&utm\\_medium=Banner&utm\\_campaign=Impressions+Program](https://latviasothebysrealty.com/en/real-estate/sell-apartment-riga-rankadambis-204338/?utm_source=SKY_Sothebys&utm_medium=Banner&utm_campaign=Impressions+Program)

## Metrics

- Delivered impressions: **2,592,718**
- Clicks: **3,360**
- CTR: **0.13%**

The Avid Investors and CNBC.com delivered a very strong click through rate of **0.17%** and were the strongest performing segment on the impressions plan.

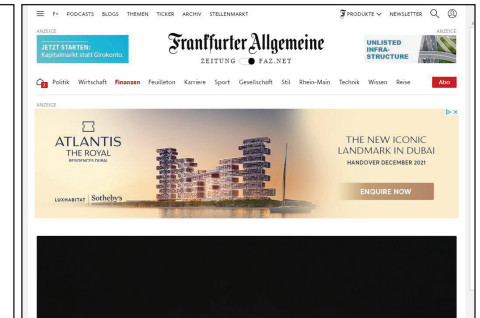
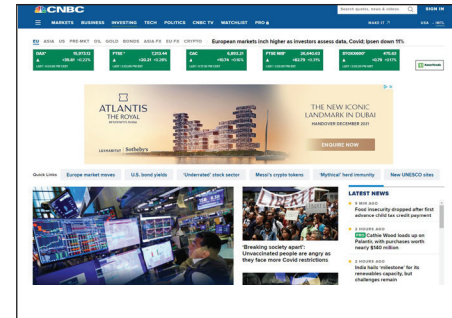


# 1 MILLION IMPRESSIONS

**LinkedIn**, which was added on **May 13th**, delivered 21,998 impressions with a **CTR of 0.47%**, the best overall performing segment on the plan. The LinkedIn segment focused on the Baltic States (Poland, Ukraine, Romania, Lithuania, Latvia, Estonia, Moldova) delivered nearly 2/3 of the total clicks (68), with Poland leading the way with 22 and Romania next with 16 and United Kingdom with 15.

**57%** of the **LinkedIn** impressions went to employees of companies with over 1,000 employers, including Accenture, Oracle, IBM, Amazon, SAP and more).

**63%** of the impressions were delivered to VP, CXO, Director and Senior level Management.



# 1 MILLION IMPRESSIONS

## Final Delivery Report

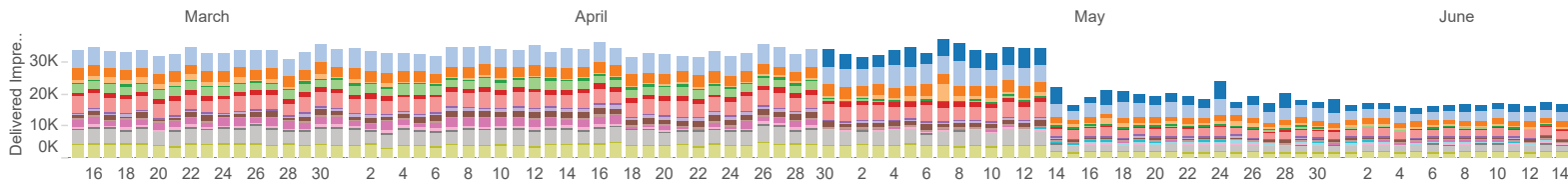


**Campaign:** Latvia SIR - Z Towers  
**Flight Dates:** March 15th – June 14th  
**Target Sites/Segments:** NYTimes.com, Forbes.com, Bloomberg.com, Reuters.com, FT.com, Economist.com, CNBC.com, WSJ.com, FAZ.net, Vedomosti.ru, GulfBusiness.com, Expansion.com, Rbc.ru, Lenta.ru, Kommersant.ru, Gazeta.ru, Affinity Segment - Digital Currencies and Crypto  
**Ad Units:** 728x90, 300x250, 300x600, 970x250  
**Geo-Targeting:** Latvia, Ukraine, Germany, United Arab Emirates, United States, Lithuania, Estonia, Spain  
**Impressions:** 3,000,000 (1,000,000 Monthly)  
**URLs:** [https://latviasothebysrealty.com/en/real-estate/sell-apartment-riga-ranka-dambis-204338/?utm\\_source=SKY\\_Sothebys&utm\\_medium=Banner&utm\\_campaign=Impressions+Program](https://latviasothebysrealty.com/en/real-estate/sell-apartment-riga-ranka-dambis-204338/?utm_source=SKY_Sothebys&utm_medium=Banner&utm_campaign=Impressions+Program)

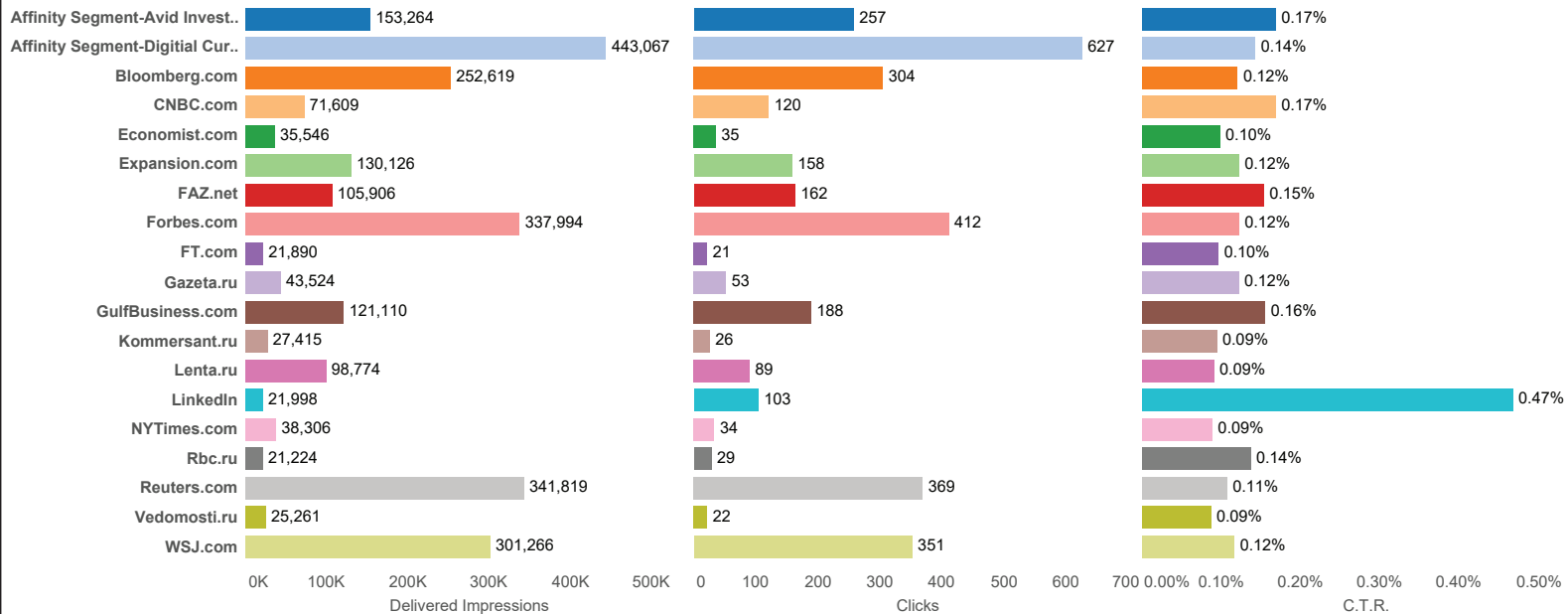
### Overall Delivery Summary

Total Days	Projected Impressions	Delivered Impressions	% Delivery	Clicks	C.T.R.
92	2,550,000	2,592,718	101.68%	3,360	0.13%

### Delivery By Day By Site



### Delivery By Site



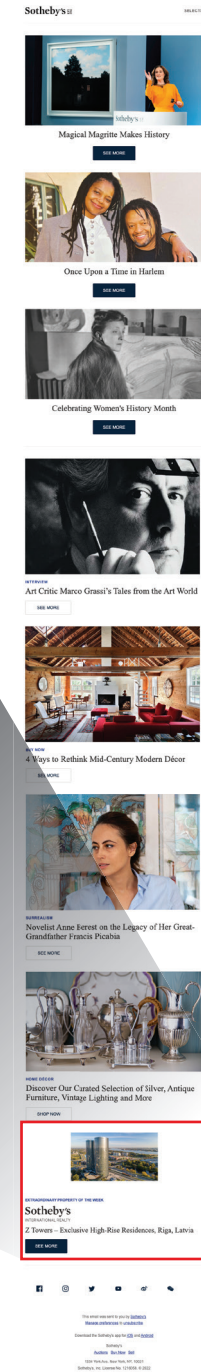
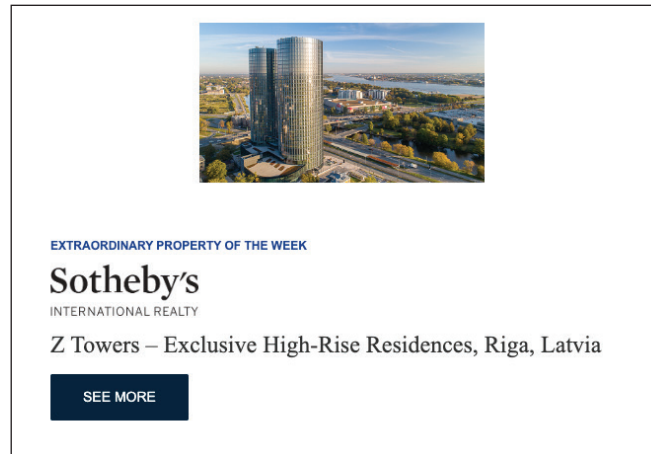


# SOTHEBY'S SELECTS E-NEWSLETTER

## Metrics

- March 5, 2022
- **52** x Year
- Highlights upcoming auction events
- **390,000** recipients
- **45.19%** open rate

Refer to Google Analytics for more specific traffic numbers.



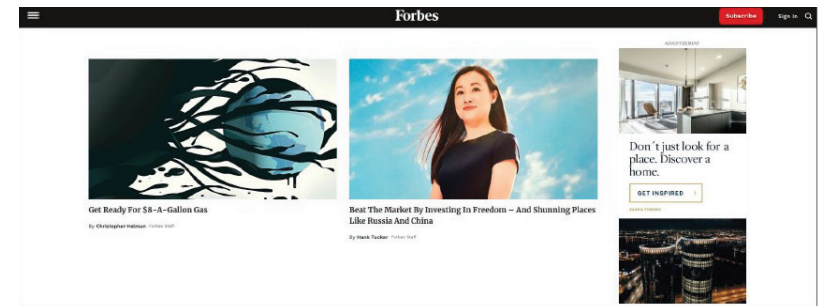
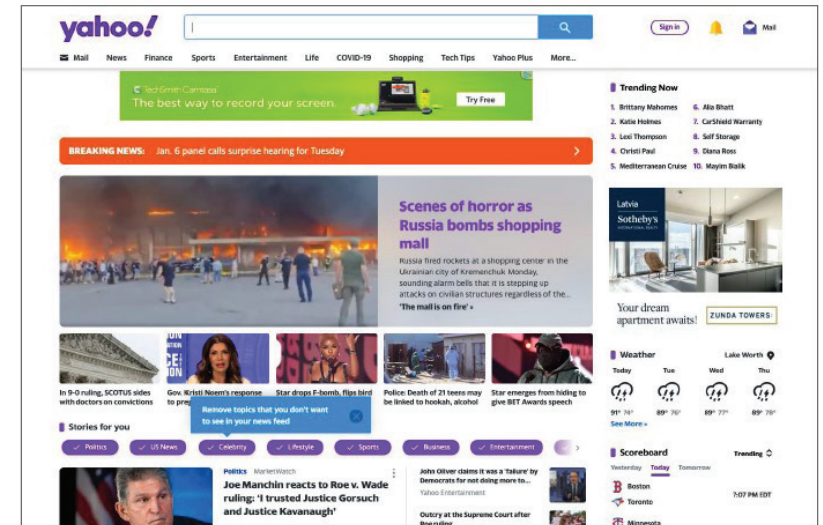
# COMPREHENSIVE DIGITAL CUSTOM BEHAVIORAL PROGRAM

## CAMPAIGN BACKGROUND

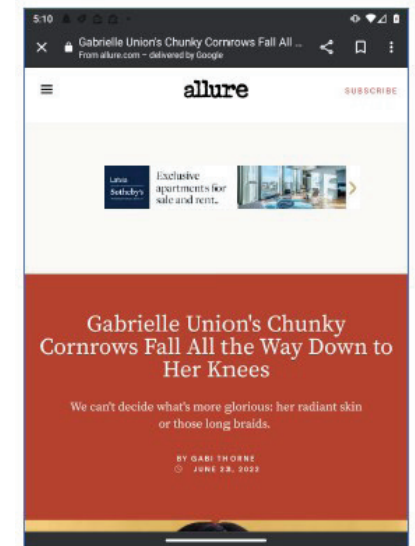
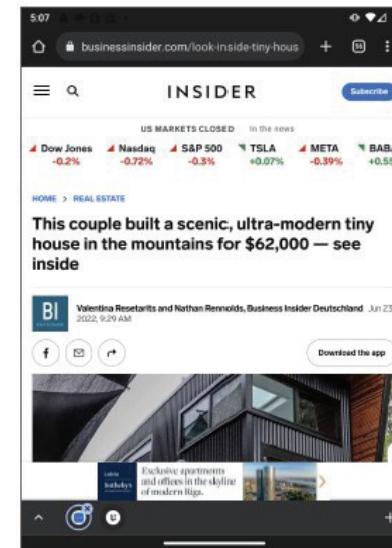
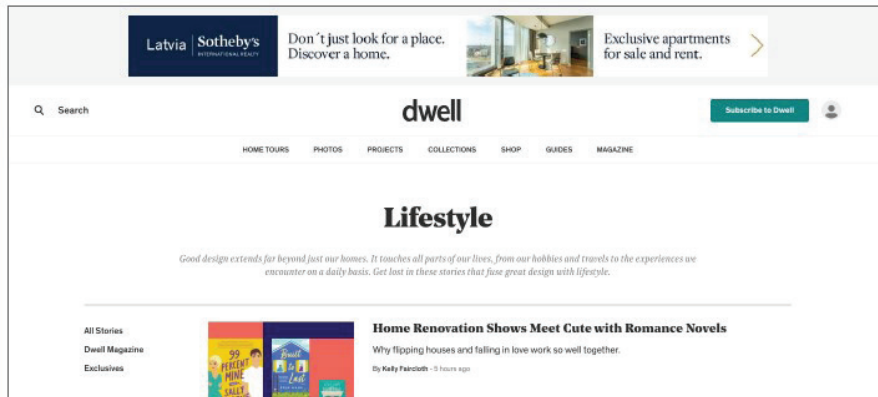
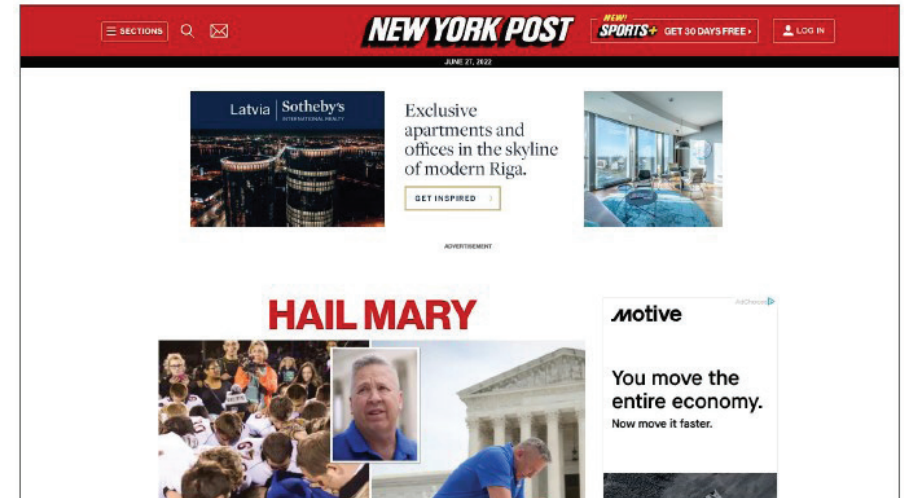
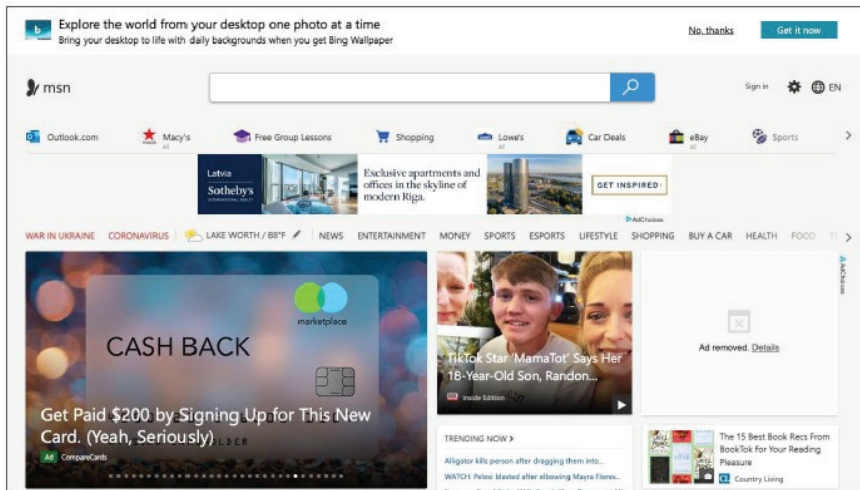
- **Campaign:** Z Towers
- **Flight Dates:** April 6th – June 25th
- Estimated Units: **2,000,000** impressions
- Ad Units: **160x600, 300x250, 300x600, 728x90, 300x50, 320x50, 970x250**
- Targeting: Owners of Crypto who are wealthy and interested in buying in Latvia (ex patriots)
- Geo: 25-2022 Latvia, Germany, UAE, US New York, CA and Miami Lithuania, Estonia and Spain Expats
- URL: <https://latviasothebysrealty.com/en/real-estate/sell-apartment-riga-rankadambis-204338/>

## Metrics

- Delivered impressions: **2,000,000**
- Clicks: **2,000**
- CTR: **0.10%**
- **1** Conversion - Newsletter subscription



# COMPREHENSIVE DIGITAL CUSTOM BEHAVIORAL PROGRAM



# BLOOMBERG

## Open/Close Europe

A recap of important topics at the start and finish of the trading day.

Subscribers: **46K**

Twice Daily - **10 per week**

Deployed **May 23 - May 29, 2022**

## Metrics

- Total Emails: **333,547**
- Total Impressions: **1,014,743**
- Total Clicks: **178**

**The Bloomberg Close**  
Europe Edition  
Published by  
6.6.23.5.5

**Good afternoon:** Here's what you need to know to end your day.

- European leaders get to get their hands on a... (repeated)
- It shows how... (repeated)
- Your focus is... (repeated)

**Daily news:** European leaders... (repeated)

- **Markets to watch:** European markets... (repeated)
- **Support for... (repeated)**
- **News to watch:** European markets... (repeated)
- **Market data:** European markets... (repeated)

**World Economic Forum**

**What's In Happening**

**No need to panic:** ECU officials... (repeated)

**Electric shock:** The UK's energy price cap... (repeated)

**Mitsubishi Paris office...** (repeated)

**Cost of money:** The BOJ... (repeated)

**Sponsored Content**

**Opinion**

**Christine Lagarde's hawkish pivot...** (repeated)



# NOB HILL GAZETTE PENINSULA AND SILICON VALLEY

Silicon Valley is as much an idea as it is a place, and Nob Hill Gazette – Peninsula and Silicon Valley showcases the philanthropic events, real estate and tech news, home design, travel, curated style, and food/wine culture that continually puts this region on the map. Their resource-rich platform gives locals and visitors alike 24/7 access to the entrepreneurs, thought leaders, and everyday people that both grace our pages and makes Silicon Valley hum.

## OTM On the Market E-Newsletter

- Emailed weekly to Gentry's and Nob Hill Gazette's exclusive VIP database.
- Deployed **March 12, 2022** to Nob Hill Gazette's exclusive VIP database.

## Metrics

### San Francisco Zone

- 46.3% Open rate (2,164 total)
- 3.1% Click Rate (146 total)
- 38 Direct Clicks

### Silicon Valley Zone

- 40.2% Open Rate (1,551 total)
- 1.1% Click Rate (43 Clicks)
- 7 Direct Clicks



# JAMES EDITION

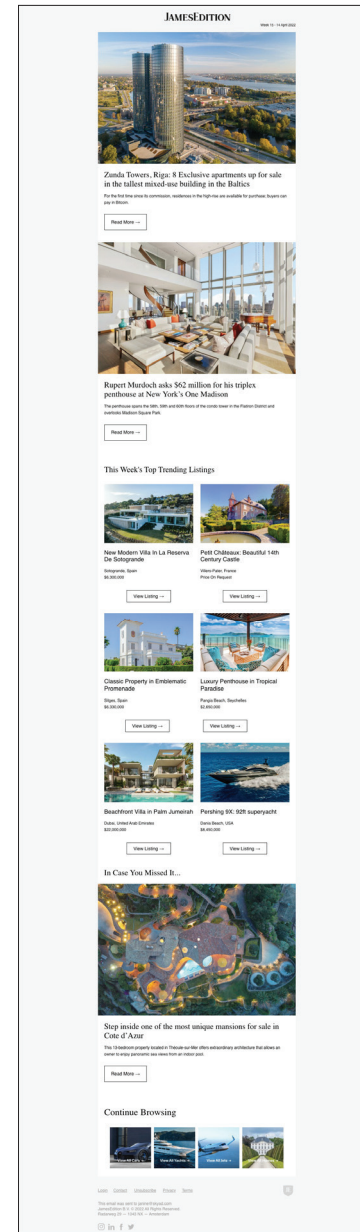
With over 10 million unique users per year from around the world, JamesEdition.com is the quintessential marketplace for ultra-high-net-worth individuals. With users evenly spread through the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

## Featured Article and e-Newsletter

April 14, 2022

## Metrics

- Article views: **1,648**, emails opened: **55,689**
- Article visits from e-newsletter: **1,300**
- CTR: **2.33%**



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## Social Media Post

March 27, May 2, June 3, 2022

## Metrics

### Instagram - March 27, 2022

- Accounts reached: **8,272**, Impressions: **10,189, 480** Likes, **3** comments

### Facebook - April 8, 2022\*

- **37** reactions, **261** link clicks

\*Due to a systems glitch at JE they were unable to show full reporting for this FB post so they are offering you another 2 weeks on the Real Estate Page - New & Trending for no cost.

### Facebook - May 2, 2022

- Accounts reached: **4,142, 46** reactions, **7** link clicks

### Instagram - May 2, 2022

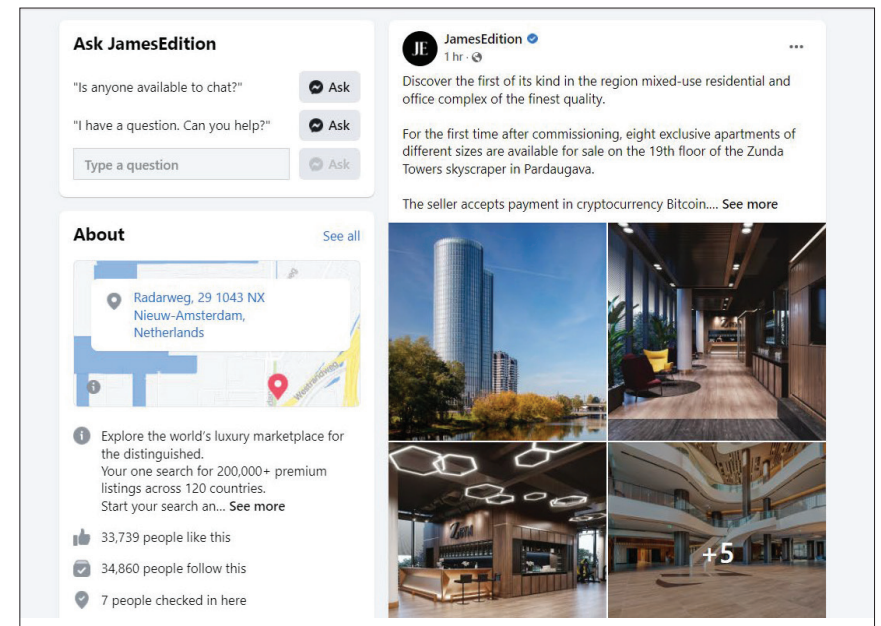
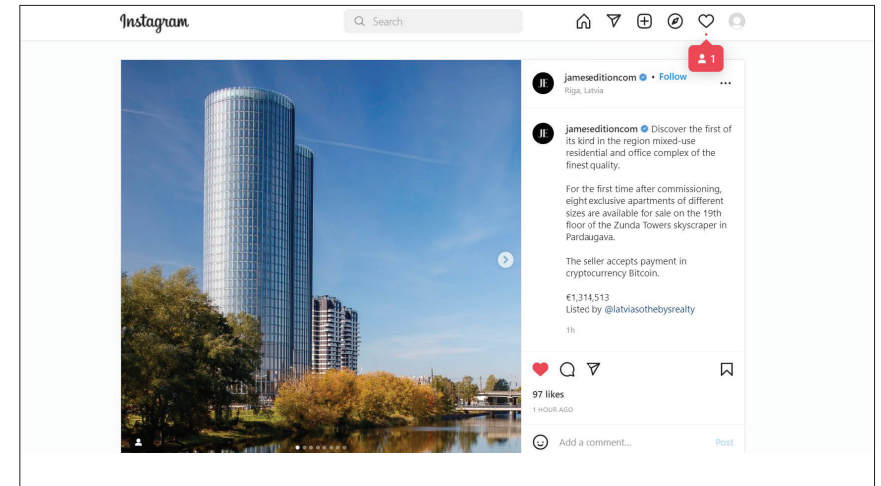
- Accounts reached **4,655**, Impressions: **5,671, 275** likes, **2** comments

### Facebook - June 3, 2022

- Accounts reached: **7,081, 17** reactions, **4** link clicks

### Instagram - June 3, 2022

- Accounts reached: **4,017**, Impressions **4,939, 227** likes, **1** comment



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## Real Estate Page New & Trending

May 20 - June 20, 2022

## Metrics

- Page views: **759**, listing Saves: **21**, Business Page Clicks: **2**, Leads: **1**

