



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Vie L'Ven Advertising and Marketing Program

St. Martin | **Sotheby's**
INTERNATIONAL REALTY

Google AdWords

With Google's online advertising program, you can reach people exactly when they're interested in the property you're selling or the real estate services you offer. Target customers who are active in your local real estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing or website.

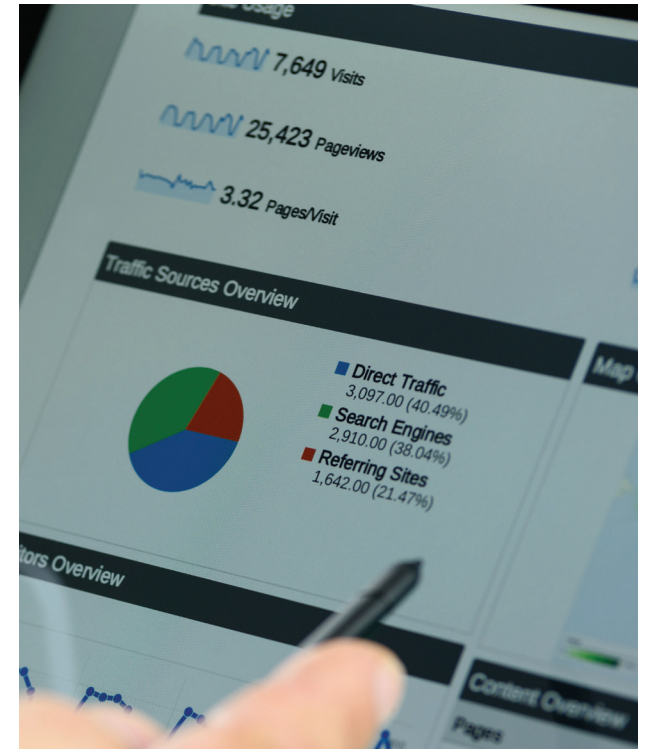


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms/ Phrases of Client and Competitors
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting

PROGRAM COST
CAMPAIGN SETUP \$750 ONE TIME CHARGE
\$9,000 / MONTH



Google AdWords

GEOTARGETING

- New York
- The Hamptons
- Connecticut
- Boston
- Washington DC
- Montreal
- Paris
- The Netherlands
- Dallas
- South Florida

AUDIENCES & DEMOGRAPHICS

Which can include:

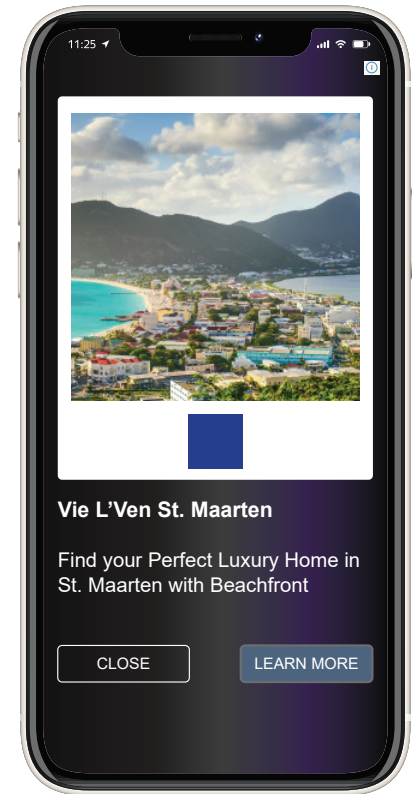
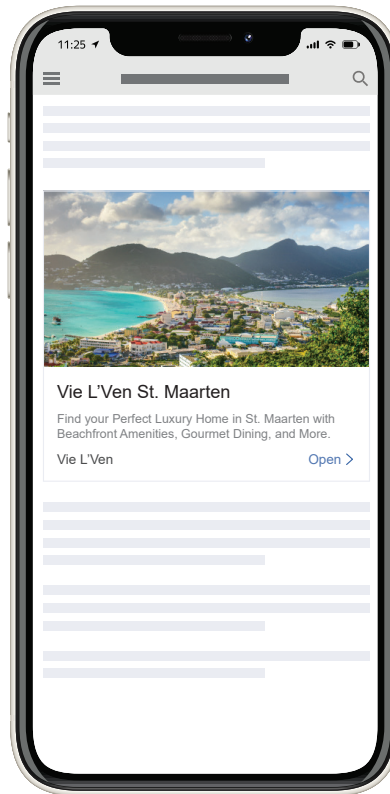
- Top 10% Income Earners
- Real Estate
- Residential Properties for Sale
- Luxury Travelers
- Homeowners
- Trips to the Caribbean
- Business Professionals
- Luxury Shoppers
- Site Visitors/Retargeting

DESCRIPTIONS/LONG HEADLINES

- Find your Perfect Luxury Home in St. Maarten with Beachfront Amenities, Gourmet Dining, and More.
- Extraordinary Fully Furnished Residences in St. Maarten. Register Today with Vie L'Ven to Find Your Dream Home.
- Embrace Luxury in St. Maarten. Fully Furnished Residences and Unmatched Amenities.

SHORT HEADLINES

- Vie L'Ven St. Maarten
- Register Today
- Luxury Residences
- Arriving Soon to St. Maarten



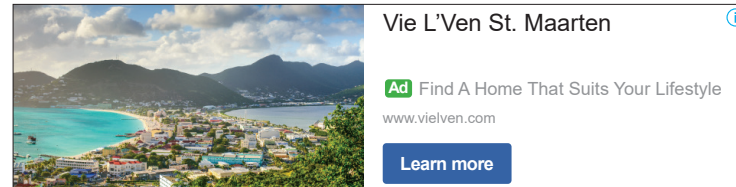
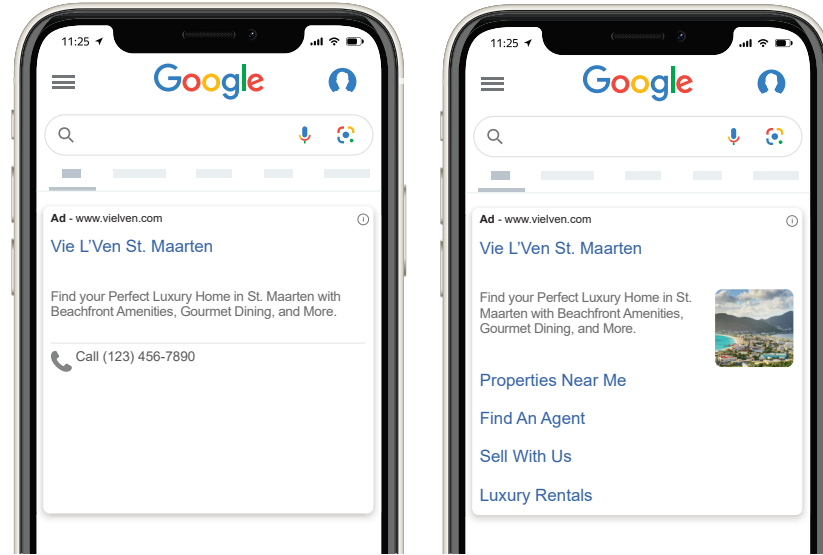
Google AdWords

ESTIMATED MONTHLY SEARCHES:

- 23,700

SAMPLE KEYWORDS:

- "luxury home for sale st maarten"
- "st maarten luxury real estate"
- "luxury property for sale caribbean"
- "caribbean luxury home for sale"
- "luxury real estate caribbean"
- "st maarten resort developments"
- "luxury listings st maarten"
- "furnished home for sale st maarten"



Ad - www.vielven.com ▾ (123) 456-7890

Vie L'Ven St. Maarten

Find your Perfect Luxury Home in St. Maarten with Beachfront Amenities, Gourmet Dining, and More.

Properties Near Me
Homes for Sale in Your Area
Listings From Brokers Near You

Sell With Us
List Your Home
Be Where the World is Looking

Find An Agent
Worldwide Agents
Local Experts

Luxury Rentals
Homes for Rent in Your Area
Exclusive Listings

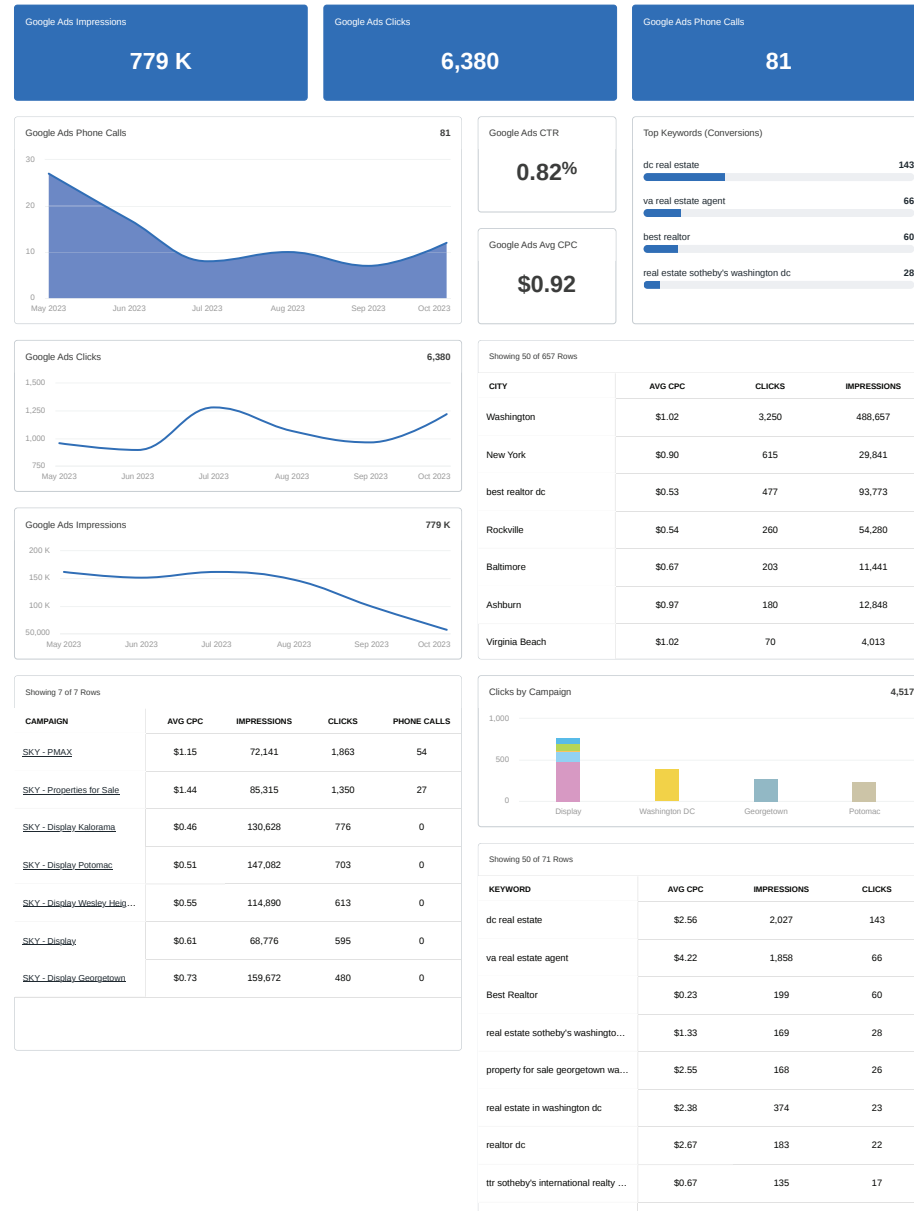


Google AdWords

CLIENT DASHBOARD

We provide you with a complete interactive dashboard that you can access at any time. Visualize your campaign performance with our user friendly interface that integrates data from diverse resources.

Google Ads Dashboard



Google AdWords

MONTHLY REPORTING

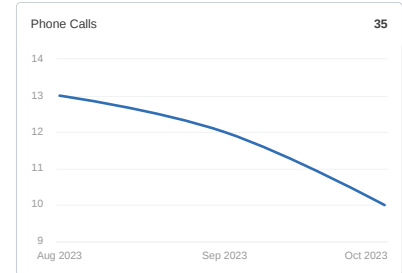
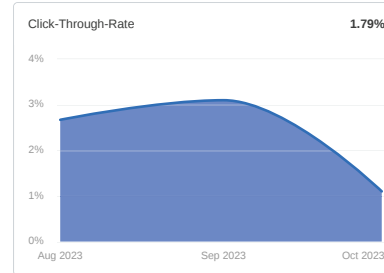
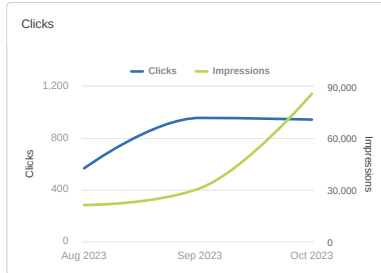
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



August 1st, 2023 - October 31st, 2023

August - October 2023

KPIs



Total Impressions 138 K	Total Clicks 2,465	CTR 1.79%	Total Phone Calls 35	Google Ads Avg CPC \$1.52	Interaction Rate 1.88%
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Showing 13 of 13 Rows

CAMPAIGN	IMPRESSIONS	CLICKS	COST	AVG CPC	CTR	CONVERSIONS
SKY - SMART	107,843	1,150	\$588.14	\$0.51	1.07%	141.00
SKY - PMAX	19,881	590	\$847.41	\$1.44	2.97%	8.00
SKY - Boulder	3,884	234	\$897.48	\$3.84	6.02%	3.00
SKY - General	4,105	221	\$680.01	\$3.08	5.38%	0.00
SKY - Trademark	1,302	209	\$563.88	\$2.70	16.05%	3.00
SKY - Niwot	415	37	\$100.02	\$2.70	8.92%	0.00
SKY - Longmont	48	10	\$35.19	\$3.52	20.83%	1.00
SKY - Superior	185	9	\$24.40	\$2.71	4.86%	0.00
SKY - Golden	84	5	\$16.38	\$3.28	5.95%	0.00
SKY - Louisville	2	0	\$0.00	\$0.00	0.00%	0.00
SKY - Lafayette	1	0	\$0.00	\$0.00	0.00%	0.00

Google AdWords

MONTHLY REPORTING

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August 1st, 2023 - October 31st, 2023

August - October 2023

Showing 50 of 174 Rows

KEYWORD	IMPRESSIONS	CLICKS	INTERACTIONS
"banker coldwell"	391	60	60
"Boulder Colorado Real Estate"	919	49	49
"colorado real estate agent"	762	39	39
"best realtor boulder"	86	39	39
"top real estate firms"	426	29	29
"Boulder Real Estate"	532	24	24
"realtors in boulder"	218	19	19
"luxury homes for sale boulder"	36	17	17
"coldwell banker realty near me"	43	14	14
"boulder co real estate agency"	105	13	13
"top selling real estate agents"	186	13	13

Showing 50 of 230 Rows

CITY	CLICKS	IMPRESSIONS	INTERACTIONS
Denver	1,379	99,349	1,441
Boulder	592	9,550	593
Niwot	47	966	48
Longmont	45	1,613	46
Lakewood	36	3,724	39
Thornton	35	4,483	39
Westminster	27	2,623	28
Golden	26	962	26
Berthoud	23	277	23
Lafayette	18	605	18
Broomfield	17	346	17