



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
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SKYAD.COM

Realtor Sean Caddell Advertising and Marketing Program

Pacific | **Sotheby's**
INTERNATIONAL REALTY

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ADVERTISING
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National & Global Exposure Realtor Sean Caddell

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Realtor Sean Caddell.

Your strategic blueprint is composed of select digital products that are highly targeted to individuals looking for high-end living and top-tier realtors in San Diego.

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

**LET'S DO
GREAT THINGS TOGETHER**

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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

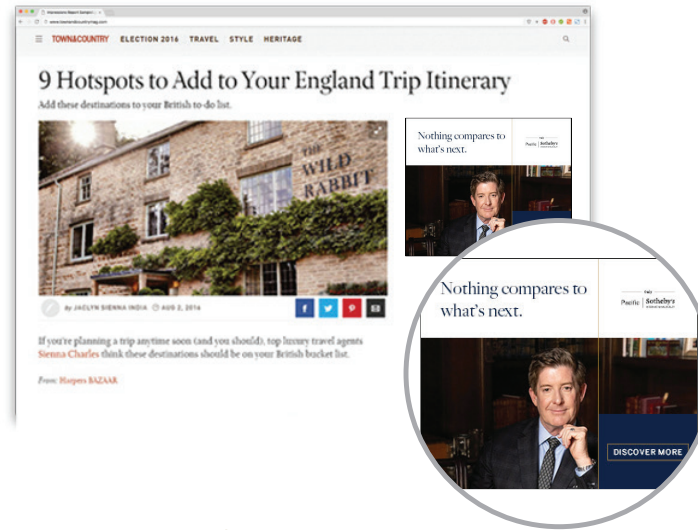
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed photos, your ad can be customized to showcase your business'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: **Realtor Sean Caddell**
- Flight Dates: **September 2023 - December 2023**
- Impressions: **750,000**
- 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.

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

THE ECONOMIC TIMES

The Economist

THE WALL STREET JOURNAL.

Bloomberg
Markets

Forbes

REUTERS



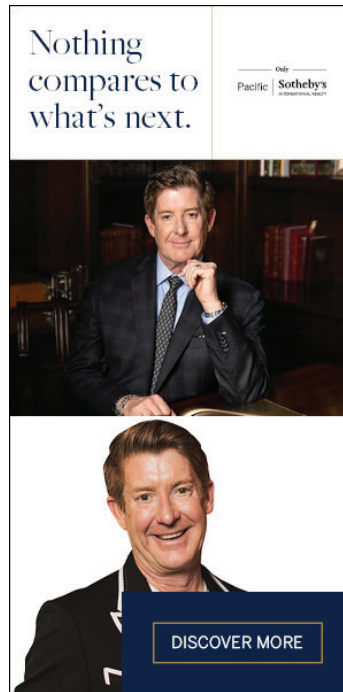
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

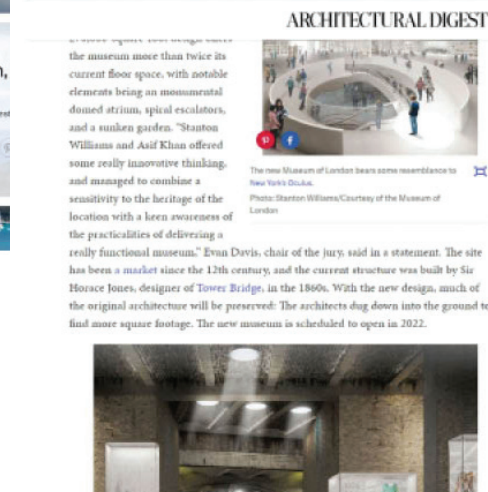
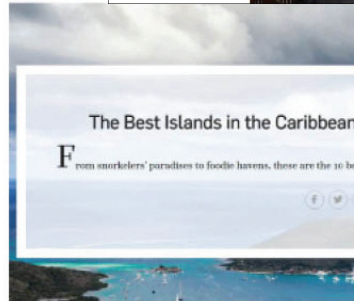
We create and produce banner ads for your campaign that best reflect your offering and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

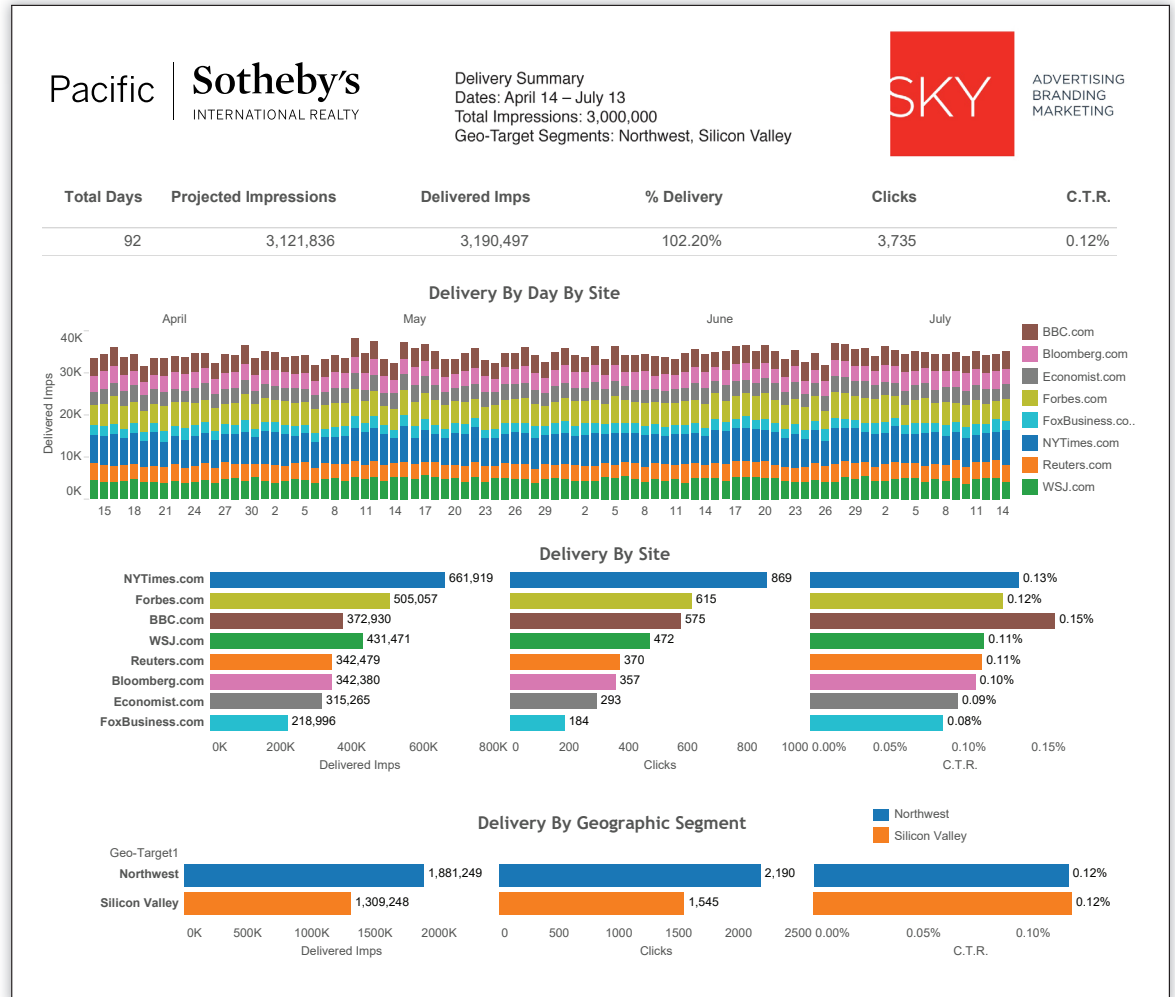


Comprehensive Reporting For Your Customized Campaign

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 researching, we have put together an integrated program that targets a high-net-worth across Del Mar, Cardiff-by-the-Sea, and Encinitas.

The programs are scheduled to start on September 1st and run for three months and deliver an estimated 750,000 impressions.

This recommendation includes:

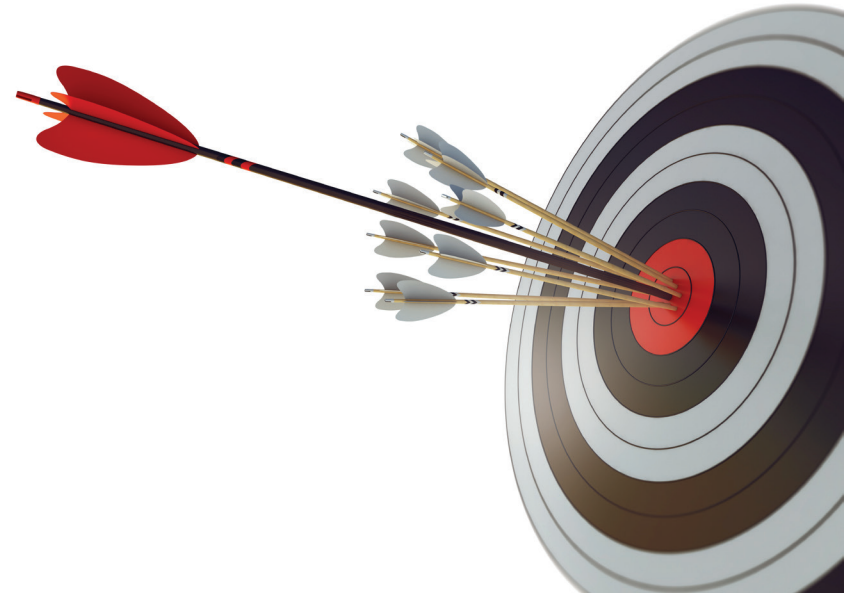
- A behavioral targeting segment, that will allow us to target homeowners living in Del Mar, Cardiff-by-the-Sea, and Encinitas.
- An In-Market segment targeting people actively in market for real estate and living in Del Mar, Cardiff-by-the-Sea, and Encinitas.

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

Pacific Sotheby's - Sean Caddell

| | | September | | | | October | | | | November | | | | | |
|-----------------------|--|-----------|----|----|----|---------|----|----|----|----------|----|----|----|---------|----------------|
| <i>Media</i> | <i>Geo-Target</i> | 01 | 08 | 15 | 22 | 29 | 06 | 13 | 20 | 27 | 03 | 10 | 17 | 24 | Impressions |
| Homeowners | Del Mar, Cardiff-by-the-Sea, Encinitas | | | | | | | | | | | | | 100,000 | |
| | | | | | | | | | | | | | | | |
| In-Market Real Estate | Del Mar, Cardiff-by-the-Sea, Encinitas | | | | | | | | | | | | | 650,000 | |
| | | | | | | | | | | | | | | | |
| Total Digital | | | | | | | | | | | | | | | 750,000 |

Digital Event Targeting

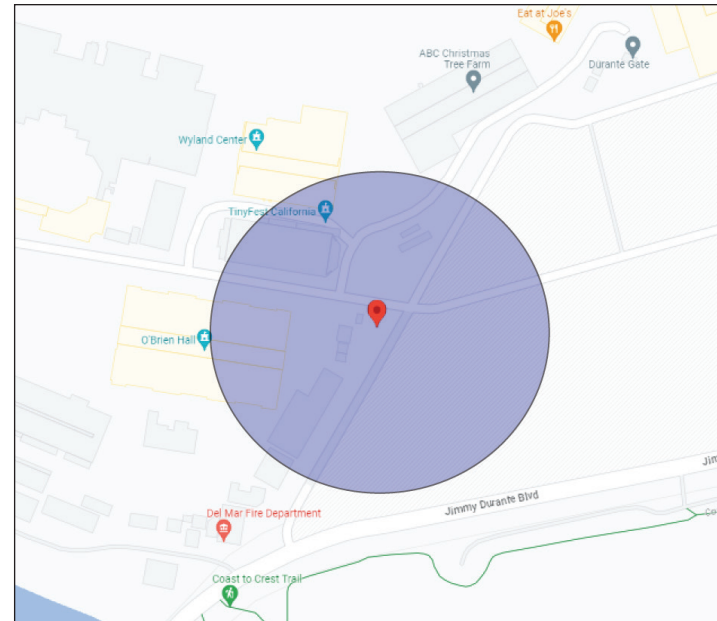
GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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

Del Mar Racing

September 1-3 and 8-10

<https://www.dmtc.com/racing/2023/09>



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From: **\$1,500/month**

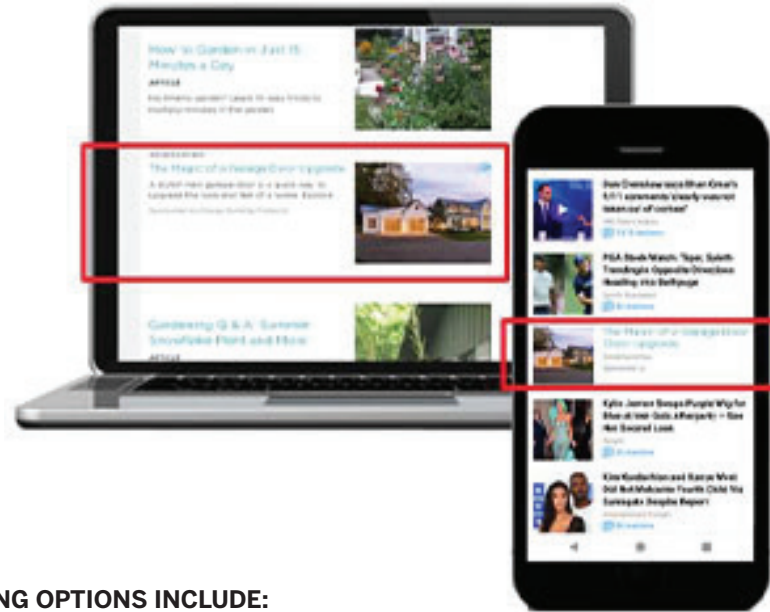
Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear.
- **A.I. Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

- **Cross Platform Targeting** available from Mobile Conquesting.

Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: STARTING AT \$1,500 PER ONE MONTH

Comprehensive Digital

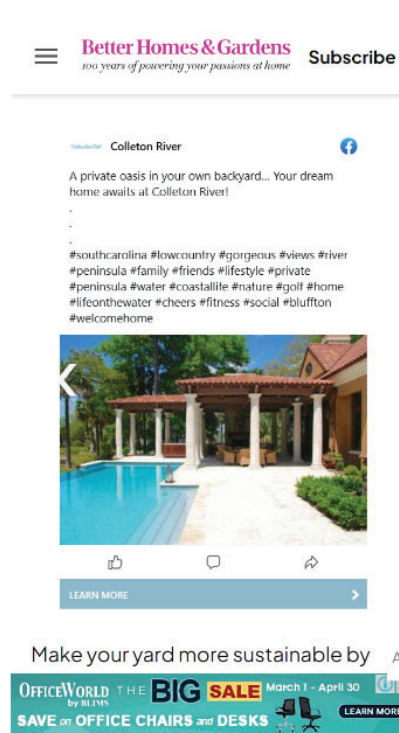
SOCIAL MIRROR ADS

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.

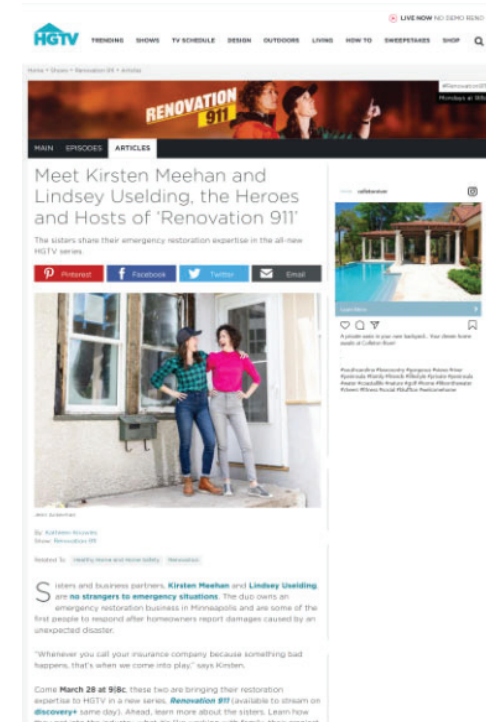
Ads can be display, video, OTT across connected TVs or carousel.



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: STARTING AT \$1,500 PER MONTH

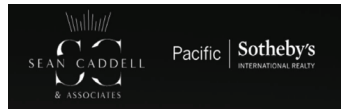


Comprehensive Digital

Client: SIR Pacific Sotheby's - 1464

Digital Campaign Planner

Date Created: 8/22/2023



GEOGRAPHIC TARGET:

Del Mar, Encinitas
CA

| Campaign Duration: 09/01/2023-12/01/2023 | Sep-23 | Oct-23 | Nov-23 | Total |
|---|------------|------------|------------|------------|
| NATIVE DISPLAY ADS | | | | |
| Retargeting | | | | |
| Behavioral Targeting: High Net Worth AND Home Buyers; Selling Real Estate | | | | |
| AI Targeting | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 150,000 | 150,000 | 150,000 | 450,000 |
| Cost Per Thousand | \$10.00 | \$10.00 | \$10.00 | \$10.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| SOCIAL MIRROR ADS | | | | |
| Platforms: Facebook; Instagram | | | | |
| Website Retargeting | | | | |
| Behavioral Targeting: High Net Worth AND Home Buyers; Selling Real Estate | | | | |
| AI Targeting | | | | |
| Keyword Targeting | | | | |
| Total Potential Impressions | 100,000 | 100,000 | 100,000 | 300,000 |
| Cost Per Thousand | \$15.00 | \$15.00 | \$15.00 | \$15.00 |
| Investment Projection | \$1,500.00 | \$1,500.00 | \$1,500.00 | \$4,500.00 |
| TOTAL CAMPAIGN IMPRESSIONS: | 250,000 | 250,000 | 250,000 | 750,000 |
| TOTAL CAMPAIGN INVESTMENT: | \$3,000.00 | \$3,000.00 | \$3,000.00 | \$9,000.00 |

| | |
|--|---------|
| Native Available Monthly Impressions Estimate: | 411,840 |
| Percentage of Targeted Native inventory purchased with this campaign: | 36.42% |
| Social Mirror Ads Available Monthly Impressions Estimate: | 385,308 |
| Percentage of Targeted Social Mirror Ads inventory purchased with this campaign: | 25.95% |

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



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

| Media | Ad Description | September | October | November | Media Total | Reach |
|--|--|-------------|-------------|-------------|--------------|-----------|
| Digital | | | | | | |
| Million Impressions* | | | | | | |
| Million Impressions | Digital Banner Program | \$ 1,195.00 | \$ 1,195.00 | \$ 1,195.00 | \$ 3,585.00 | 750,000 |
| Million Impressions | Targeting - Del Mar, Cardiff-by-the-Sea, Encinitas | | | | | |
| Comprehensive Digital | | | | | | |
| Social Mirror | Behavioral Custom program | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00 | 300,000 |
| Native Display | Behavioral Custom program | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00 | 450,000 |
| Geofencing - Event and Location | | | | | | |
| Geofencing - Event and Location | Target specific events and locations | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 4,500.00 | 180,000 |
| TOTAL | | | | | \$ 17,085.00 | 1,680,000 |

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