

IP Targeting Real Estate

IP Targeting In Use

Target Closest 3000
Homes To A Listing

Target Home & Apartment
Renters

Target Homes Based
On Personal Data

Targeted Messaging. Instead of sending mailers after a listing and after a close, Peerless Digital Marketing can help you send out "digital mailers" to homes in the immediate areas.

Demographic Targeting. Peerless can utilize IP targeting technologies to hit current residents based on data such as credit score, monthly rent, income, auto sales, etc.

Data Driven Technology. Utilizing data such as how long someone has been in a home, number of kids, credit, age term of loan, home equity, etc. to target customers.

Issue. Realtor wanted to target people that were renting homes with a rental price above \$1800

Targeting. Acquired a data list targeting that exact audience of about 8000 homes across the city.

256,000 Impressions.

896 Clicks.

50X Delivery Frequency

8 MatchBacks .35%CTR

Client tracked 8 leads from campaign



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