



CHRISTINA  
MILLER  
REAL ESTATE GROUP

# Marketing Performance Report

1515 AV. DU DOCTEUR PENFIELD 402

# REPORT OUTLINE

We want our website and marketing campaigns to be successful in helping sell your home, this is why it is crucial that we use in-depth analytics to set, measure and adjust our marketing efforts.

Analyzing your home's online traffic will help us understand how potential clients are interacting with your unique listing page and lets us see how it is performing over time. The Marketing Performance Reports are full of useful data and valuable insights. If you have any questions, we are here to help!

**This report includes a summary of the following platforms:**

- + Website statistics (christinamiller.ca, profusionimmo.ca, christiesrealestate.com, luxuryrealestate.com, leadingre.com, realtor.ca & juwai.com)
- + Social media post statistics (Facebook, Instagram, LinkedIn, Twitter & Google ads)
- + Paid digital advertising statistics ( Facebook, Instagram & Google ads)
- + Print ads (The Montreal Gazette, LaPresse+ & Westmount Independent)

**Our Affiliates:**

**PROFUSION**  
I M M O B I L I E R

**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD™

BOARD of REGENTS  
**LUXURY**  
REAL ESTATE

centris.ca + realtor.com + juwai.com + wsj.com + nytimes.com + finincialtimes.com

# UNDERSTANDING ANALYTICS

Measuring the success of our posts and ads is a critical component of online marketing. It's important to check our analytics regularly to spot trends and see what's working.

We use specific KPIs (Key Performance Indicators) to measure what is intended to be measured in order to help inform better decision making. Below is a brief explanation of the KPI's that we measure to insure the success of our campaign for selling your home.

## **Impressions**

The number of users who saw the post.

## **Engagement**

Total number of times someone has viewed, interacted or engaged with a post or your home's listing page. Engagement is one of the most important metrics across all digital platforms because it shows us how people are reacting, and how to adjust.

## **Post clicks**

Any clicks on the entire post.

## **Page views**

Page views is the total number of times your home's unique page was viewed.

## **Unique page views**

Unique page views is the number of times that your home's unique page was viewed at least once by a single user.

## **Average time spent on listing**

Entrances is the number of times visitors entered our site through your listing.

# WEBSITE STATISTICS

We work with a unique and global network of luxury real estate affiliates that provide you with the very best resources and professionals in luxury real estate. These brands offer broad industry experience and global reach together with the local knowledge and personalized attention made possible by their worldwide network of offices.

This report includes a summary of the following platforms:

christinamiller.ca, profusionimmo.ca, christiesrealestate.com, luxuryrealestate.com, leadingre.com & juwai.com

April 15 - May 25 2020

4948
page views
4314
unique page views
00:01:02
avg. time on page


\* industry avg. is 0:00:48




# SOCIAL MEDIA POSTS

We post your listing on Facebook, Instagram, LinkedIn, Twitter & Google ads for maximum exposure.


## Facebook

 **Christina Miller Real Estate Group**  
February 7 at 12:36 PM


 1515 AV. DU DOCTEUR-PENFIELD | GOLDEN SQUARE MILE | 2 BED | 2 BATH | \$789,000 | MLS # 20670306


<https://christinamiller.ca/view-listing/20670306>

Nichée entre la ville et le Mt-Royal, cette très belle unité offre 2 càc & 2 sdb. Rénovée avec goût et souci du détail.

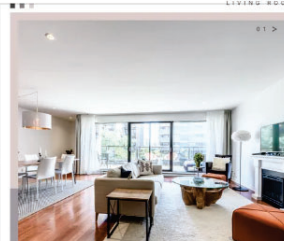
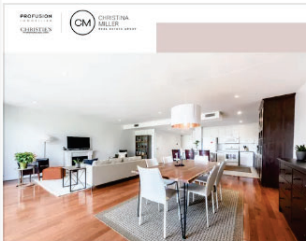


Nestled between the city and Mt-Royal, this beautiful unit is tastefully renovated with attention to detail.


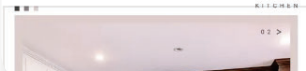
 514.934.2480

 [www.christinamiller.ca](http://www.christinamiller.ca)


Click the link in our bio to see more 🙌






*The Penfield - Superb Condo In The Heart Of Golden Square Mile*



## Instagram

 **christinamillergroup** 1d







*The Penfield - Superb Condo In The Heart Of Golden Square Mile*

♡ 💬 ➦

**ChristinaMiller Group** 🏠 1515 AV. DU DOCTEUR-PENFIELD | GOLDEN SQUARE MILE | 2 BED | 2 BATH | \$789,000 | MLS # 20670306




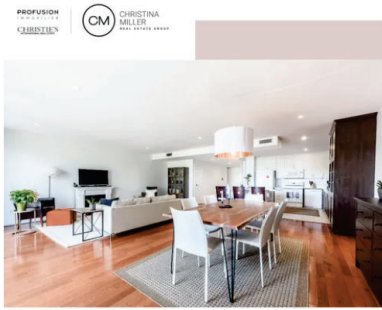
## Twitter

 **Christina Miller Group @WestmountHomes** • 1h

 1515 AV. DU DOCTEUR-PENFIELD | GOLDEN SQUARE MILE | 2 BED | 2 BATH | \$789,000 | MLS # 20670306


<https://christinamiller.ca/view-listing/20670306>

Nestled between the city and Mt-Royal, this beautiful unit is tastefully renovated with attention to detail.





*The Penfield - Superb Condo In The Heart Of Golden Square Mile*

**Christina Miller Group @WestmountHomes** • 1h  
**NEW LISTING**


 152 RUE ST-AUGUSTIN 204 | ST-HENRI | 1 + 1 BED | 1 BATH | \$2,400/mo | MLS # 19455717


<https://christinamiller.ca/view-listing/19455717>

Perfectly located, close to EVERYTHING! Steps to the canal, Atwater Market and all the fabulous shops and restos in trendy St. Henri.



## LinkedIn


 **Profile** 1d


 1515 AV. DU DOCTEUR-PENFIELD | GOLDEN SQUARE MILE | 2 BED | 2 BATH | \$789,000 | MLS # 20670306

<https://christinamiller.ca/view-listing/20670306>

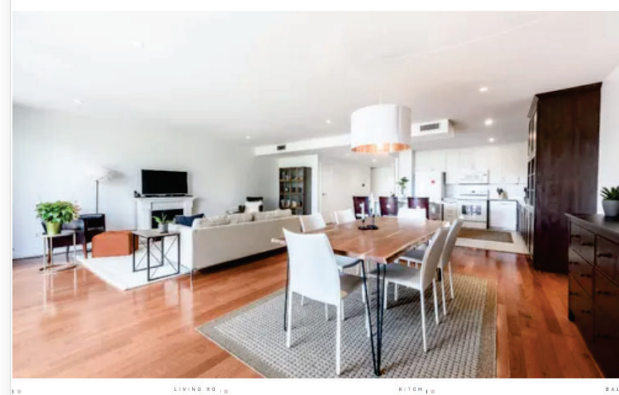
Nichée entre la ville et le Mt-Royal, cette très belle unité offre 2 càc & 2 sdb. Rénovée avec goût et souci du détail.



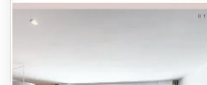
↕ Nestled between the city and Mt-Royal, this beautiful unit is tastefully renovated with attention to detail.

 514.934.2480

 [www.christinamiller.ca](http://www.christinamiller.ca)

Click the link in our bio to see more 🙌









# SOCIAL MEDIA POSTS

## Facebook





**Christina Miller Real Estate Group**  
March 26 at 2:41 PM


 1515 AV. DU DOCTEUR-PENFIELD | GOLDEN SQUARE MILE | 2 BED | 2 BATH | \$789,000 | MLS # 20670306

<https://christinamiller.ca/view-listing/20670306>

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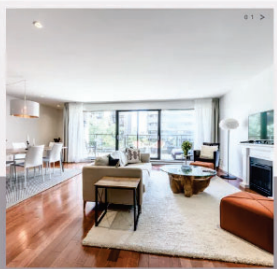
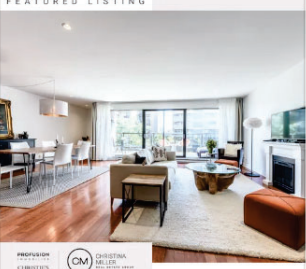
 Nestled between the city and Mt-Royal, this beautiful unit is tastefully renovated with attention to detail.

 514.934.2480


 [www.christinamiller.ca](http://www.christinamiller.ca)

Click the link in our bio to see more 📌

FEATURED LISTING






## Instagram






**christinamillergroup**  
1d


FEATURED LISTING









...

**ChristinaMiller Group**  1515 AV. DU DOCTEUR-PENFIELD | GOLDEN SQUARE MILE | 2 BED | 2 BATH | \$789,000 | MLS # 20670306

## Twitter





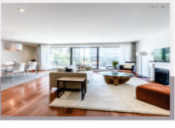
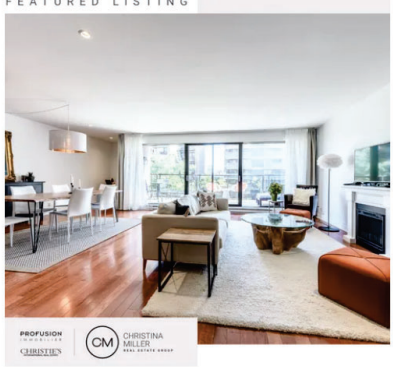
**Christina Miller Group** @WestmountHomes • 1h


 1515 AV. DU DOCTEUR-PENFIELD | GOLDEN SQUARE MILE | 2 BED | 2 BATH | \$789,000 | MLS # 20670306

<https://christinamiller.ca/view-listing/20670306>

Nestled between the city and Mt-Royal, this beautiful unit is tastefully renovated with attention to detail.


FEATURED LISTING







**Christina Miller Group** @WestmountHomes • 1h

**NEW LISTING**


 152 RUE ST-AUGUSTIN 204 | ST-HENRI | 1 + 1 BED | 1 BATH | \$2,400/mo | MLS # 19455717

<https://christinamiller.ca/view-listing/19455717>


Perfectly located, close to EVERYTHING! Steps to the canal, Atwater Market and all the fabulous shops and restos in trendy St. Henri.



## LinkedIn




**Profile**  
1d


 1515 AV. DU DOCTEUR-PENFIELD | GOLDEN SQUARE MILE | 2 BED | 2 BATH | \$789,000 | MLS # 20670306

<https://christinamiller.ca/view-listing/20670306>


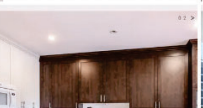


Nichée entre la ville et le Mt-Royal, cette très belle unité offre 2 càc & 2 sdb. Rénovée avec goût et souci du détail.

↑  
Nestled between the city and Mt-Royal, this beautiful unit is tastefully renovated with attention to detail.

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 [www.christinamiller.ca](http://www.christinamiller.ca)

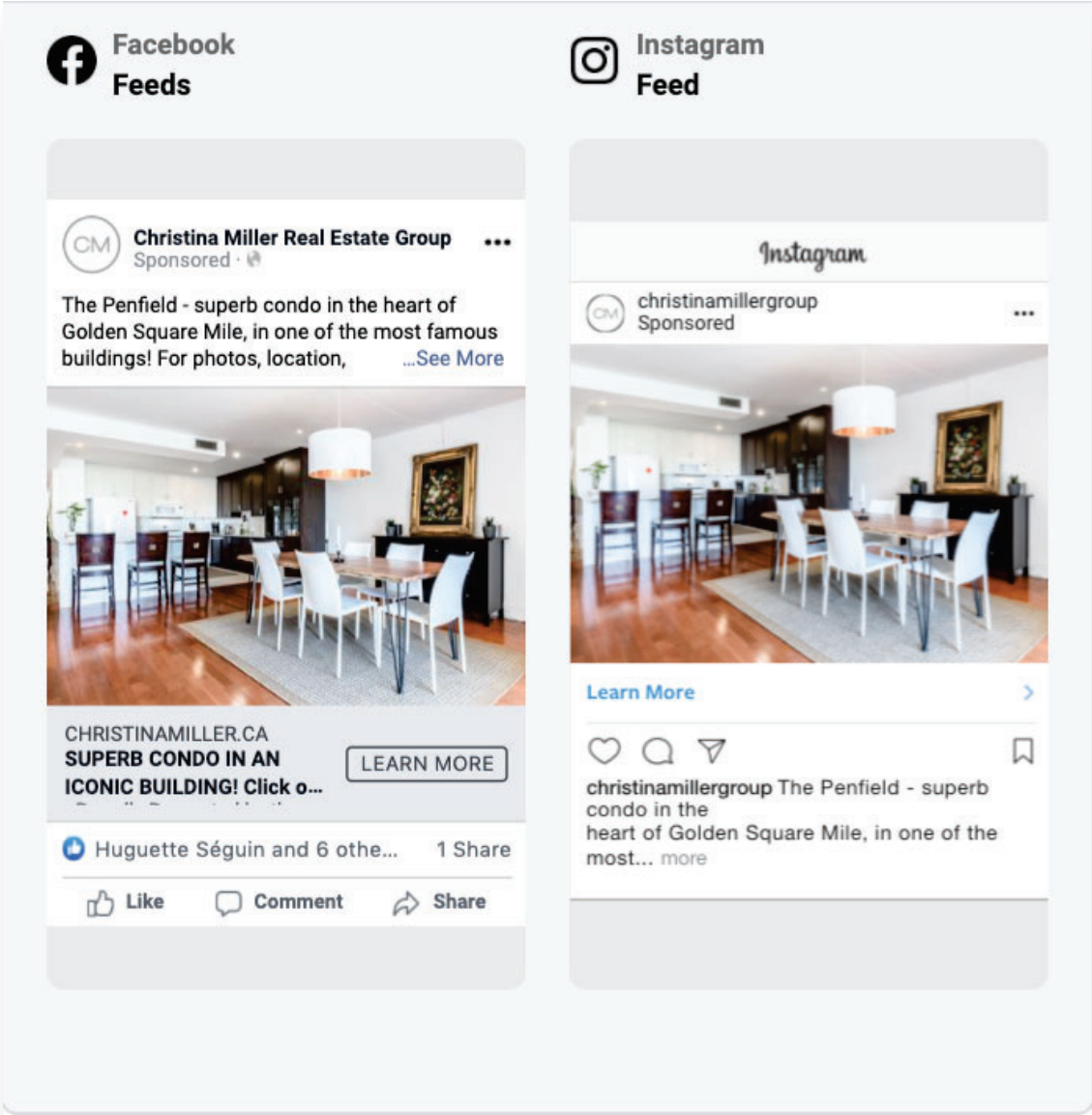
Click the link in our bio to see more 📌



# PAID SOCIAL MEDIA

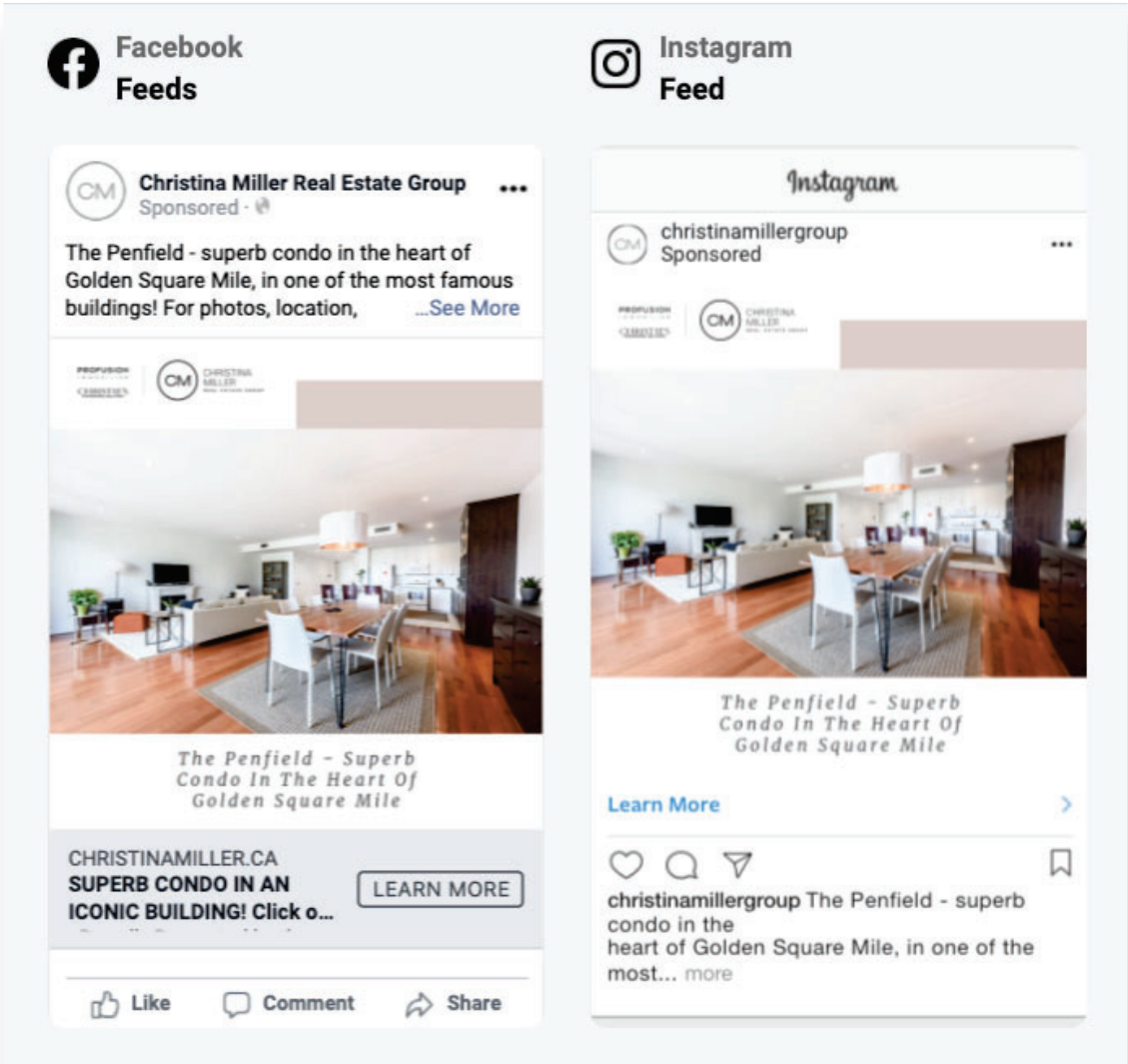
We run paid social media campaigns to expose your listing to as many potential clients as possible. This drives traffic to your listing and creates strong leads.

3,769
impressions
2,853
engagement
260
post clicks



# PAID SOCIAL MEDIA

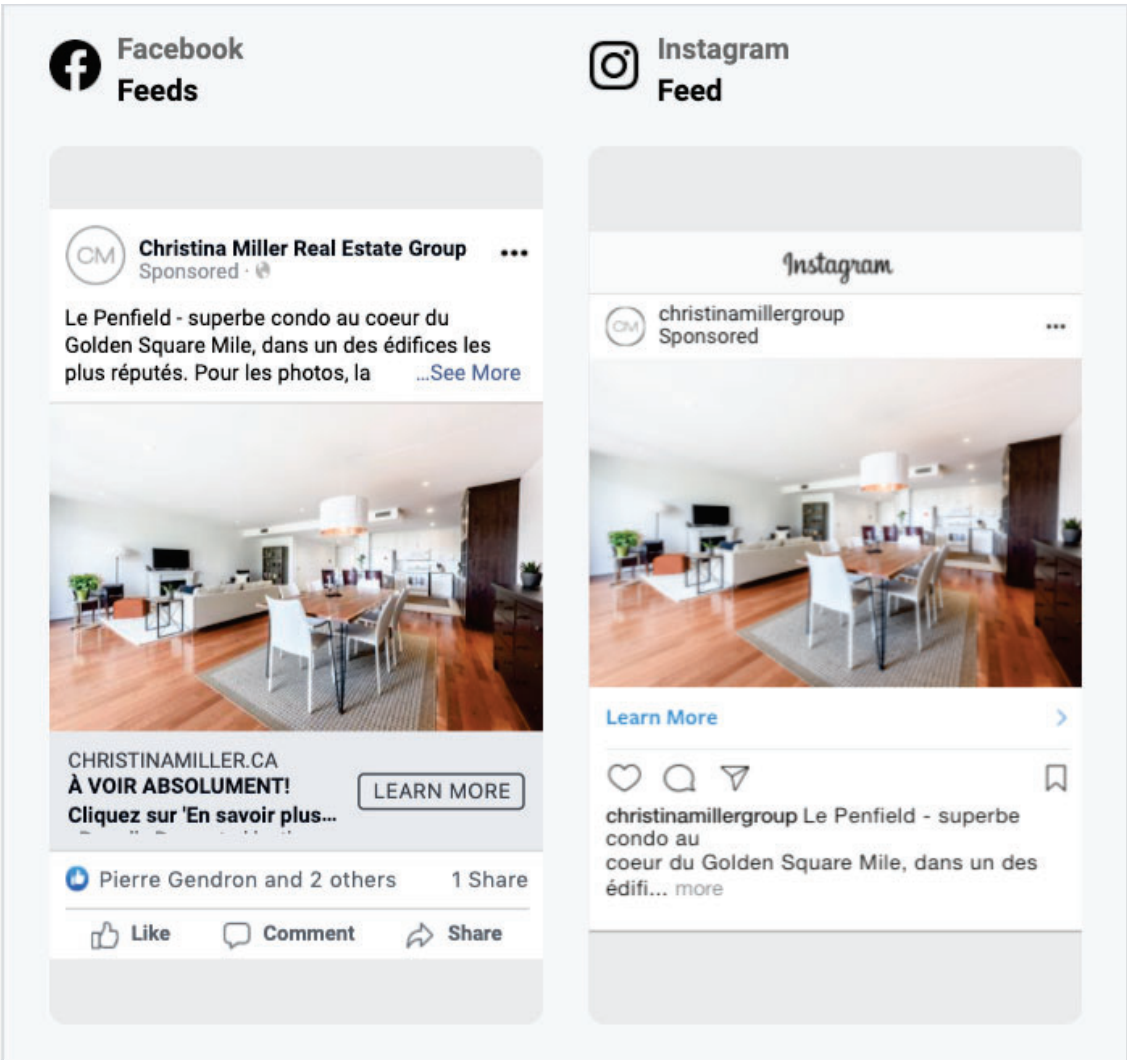
8,511
impressions
5,002
engagement
482
post clicks





# PAID SOCIAL MEDIA

4,522
impressions
3,686
engagement
300
post clicks



# PAID SOCIAL MEDIA

7,224
impressions
4,621
engagement
429
post clicks

Facebook

Feeds


Christina Miller Real Estate Group

Sponsored

Le Penfield - superbe condo au coeur du Golden Square Mile, dans un des édifices les plus réputés. Pour les photos, la

...See More

Le Penfield - Superbe Condo Au Coeur Du Golden Square Mile



CHRISTINAMILLER.CA

À VOIR ABSOLUMENT!

Cliquez sur 'En savoir plus...

LEARN MORE

Rosa Porco

Like

Comment

Share


Instagram

Feed

christinamillergroup

Sponsored

Le Penfield - Superbe Condo Au Coeur Du Golden Square Mile



Learn More

heart

comment

share

christinamillergroup Le Penfield - superbe condo au coeur du Golden Square Mile, dans un des édifi... more


CM

CHRISTINA  
MILLER


REAL ESTATE GROUP

# PAID SOCIAL MEDIA

29,402
impressions
9,502
engagement
724
post clicks






**Christina Miller Real Estate Group**

Sponsored · 

Nestled between the city and Mt-Royal, this beautiful unit offers 2 bedrooms & 2 bathrooms. For photos, location, [...See More](#)

FEATURED LISTING




CHRISTINA MILLER REAL ESTATE GROUP


CHRISTINAMILLER.CA


**YOU DO NOT WANT TO MISS THIS ONE! Click or...**


LEARN MORE

 Jabr Bassam and 7 others

3 Shares

 Like

 Comment

 Share



# PRINT ADVERTISING

The Montreal Gazette, LaPresse+ & Westmount Independent





CHRISTINA  
MILLER  
REAL ESTATE GROUP

PROFUSION  
IMMOBILIER  
CHRISTIE'S  
INTERNATIONAL REAL ESTATE



ON THE  
FLATS

\$ 2,795,000

WESTMOUNT | AV. KENSINGTON



\$ 2,195,000

LE SUD OUEST | AV. ATWATER



\$ 2,500,000

WESTMOUNT | AV. GRENVILLE



\$ 2,499,000

WESTMOUNT | BOUL. DORCHESTER O.



\$ 2,488,000

WESTMOUNT | AV. SUMMERHILL



\$ 1,760,000

MONTRÉAL | RUE SHERBROOKE O.



\$ 1,595,000

MONTRÉAL | RUE DE LA COMMUNE O.



\$ 1,530,000

HAMPSTEAD | RUE FINCHLEY



53<sup>RD</sup>  
FLOOR!

\$ 1,488,000

MONTRÉAL | RUE ST-ANTOINE O.



NEW  
LISTING

\$ 895,000

LAC-BROME | RUE DU MIRAGE



\$ 789,000

MONTRÉAL | AV. DU DOCTEUR-PENFIELD



NEW  
LISTING

\$ 679,000

WESTMOUNT | AV. LANSDOWNE



2 UNITS  
AVAILABLE

\$4,500 /MO

\$5,100 /MO

MONTRÉAL | RUE PEEL

 christinamiller.ca | 514.934.2480

326 Victoria Avenue, Westmount, Quebec H3Z 2M8  
Profusion immobilier inc. - Real Estate Agency



# NEWSLETTERS

Real estate newsletters help engage leads directly in their email inbox.



CHRISTINA  
MILLER  
GROUPE IMMOBILIER

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22 M A I 2020  
M A Y

The CMREG Newsletter: Real estate market updates, listings, news & community engagement.



*I hope this newsletter finds you and your loved ones healthy and well.*

*I want to share that business is slowly picking up. As the weather is getting warmer, buyers and sellers are more active. Hope springs eternal!*

*As always, my team and I remain at your disposal to answer any questions about buying or selling.*

*Enjoy the weekend!*



CHRISTINA  
MILLER  
REAL ESTATE GROUP