



CHRISTINA  
MILLER  
REAL ESTATE GROUP

# Marketing Performance Report

215 AV. REDFERN 303

# 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

# 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.

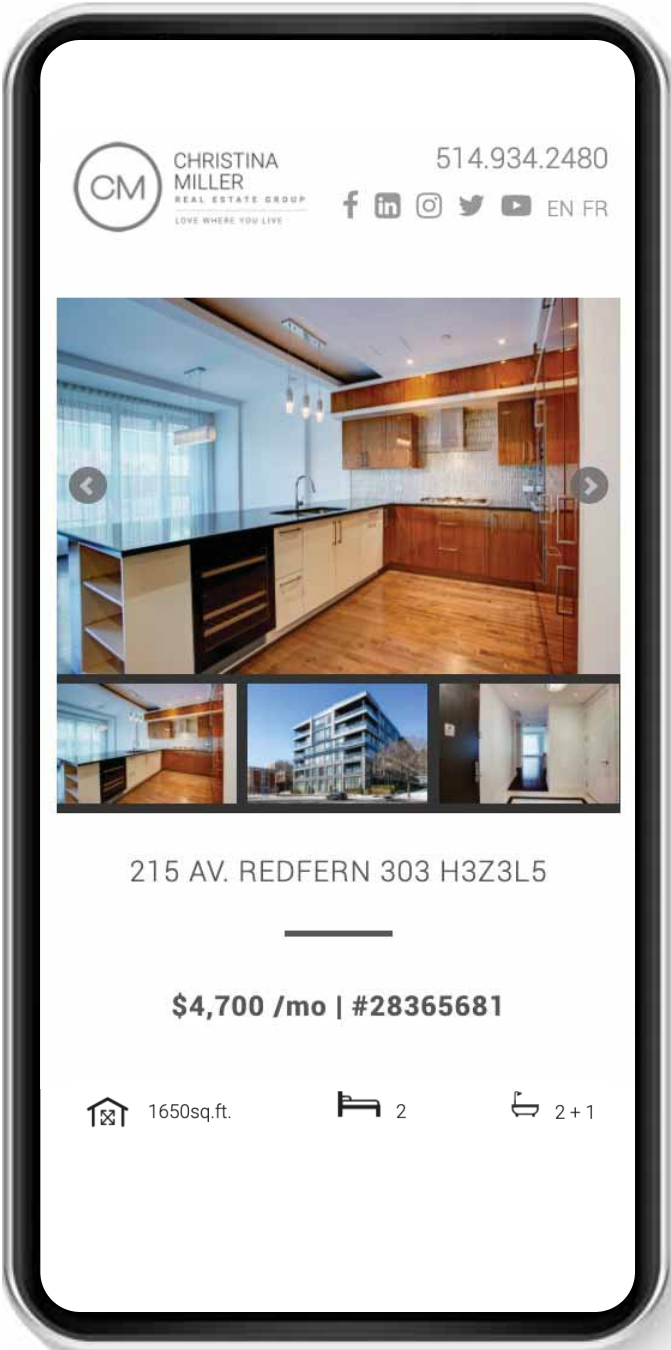
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April 15 - May 25 2020

2,272
page views
2,049
unique page views
00:01:12
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**  
March 3 at 4:54 PM

**NOUVEAU LISTING • NEW LISTING**


 215 AV. REDFERN | WESTMOUNT | 2 BED | 2+1 BATH | \$5,200/mo | MLS # 28365681


<https://christinamiller.ca/view-listing/28365681>

Luxeux et spacieux condo offrant un espace de vie moderne et lumineux de 1650 p.c. Grandes aires ouvertes, élégants planchers, 2 càc avec leurs salles de bain attenantes, hauts plafonds, superbes fenêtres pleine grandeur et grand balcon privé.





This bright and luxurious condo offers 1,650 s.f. of modern open concept living space , elegant wood flooring, 2 bedrooms with their ensuite bathrooms, high ceilings, exquisite floor to ceiling windows and a large private balcony.


 514.934.2480

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


Click the link in our bio to see more 📌






Instagram




**christinamillergroup**  
1d




  

**ChristinaMiller Group NOUVEAU LISTING • NEW LISTING**


 215 AV. REDFERN | WESTMOUNT | 2 BED | 2+1 BATH | \$5,200/mo | MLS # 28365681

<https://christinamiller.ca/view-listing/28365681>

Twitter








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

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This bright and luxurious condo offers 1,650 s.f. of modern open concept living space.







**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


**NOUVEAU LISTING • NEW LISTING**


 215 AV. REDFERN | WESTMOUNT | 2 BED | 2+1 BATH | \$5,200/mo | MLS # 28365681

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↑  
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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.


8,367
impressions
6,458
engagement
870
post clicks



Christina Miller Real Estate Group

Sponsored (demo) · 

This bright and luxurious condo offers 1,650 s.f. of modern open concept living space, 2 bedrooms with their ensuite bathrooms, high ceilings, and a large private balcony. For photos, location, price and property details, simply click on the photo below 📍📍📍



CHRISTINAMILLER.CA

FOR RENT! For photos, location, price and property details, simply click 'Learn More'

Learn More

# PRINT ADVERTISING

The Montreal Gazette, LaPresse+ & Westmount Independent





CHRISTINA  
MILLER  
REAL ESTATE GROUP

PROFUSION  
IMMOBILIER  
  
CHRISTIE'S  
INTERNATIONAL REAL ESTATE



A HOME LIKE  
NO OTHER!

\$ 3,350,000

WESTMOUNT | AV. UPPER-BELMONT



\$ 2,500,000

WESTMOUNT | AV. GRENVILLE



NEW LISTING

\$ 2,295,000

WESTMOUNT | AV. LANSDOWNE



\$ 1,800,000

WESTMOUNT | AV. METCALFE



\$ 1,675,000 - \$6,000/MO

WESTMOUNT | BOUL. DE MAISONNEUVE O.



\$ 1,598,000

WESTMOUNT | AV. UPPER-ROSLYN



2 CAR  
GARAGE

\$ 1,595,000

WESTMOUNT | AV. LANSDOWNE



NEW LISTING

\$ 1,195,000

MONTRÉAL | RUE ST-ANDRÉ



\$5,500 /MO

WESTMOUNT | RUE SHERBROOKE O.



\$5,200 /MO

WESTMOUNT | AV. THORNHILL



LUXURY  
BUILDING

\$5,200 /MO

WESTMOUNT | THE REDFERN



\$3,900 /MO

WESTMOUNT | AV. GROSVENOR | LOWER DUPLEX



NEW LISTING

\$2,415 /MO

WESTMOUNT | BOUL. DE MAISONNEUVE O.

 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

[About Us](#) [Listings](#) [Buying & Selling](#) [Discover](#) [Luxury Affiliates](#) [Get in Touch](#)

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!*



# 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.