



CHRISTINA
MILLER
REAL ESTATE GROUP

Marketing Performance Report

221 RUE SAINT-JACQUES 801

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.

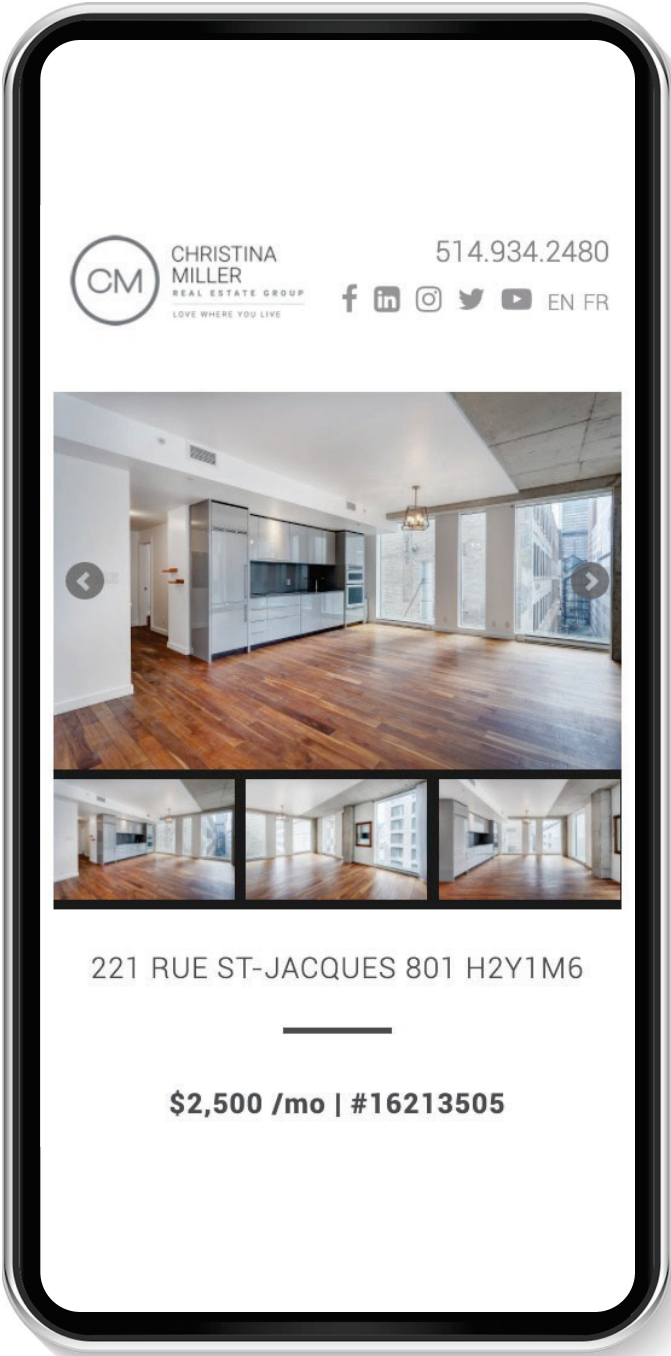
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April 15 - May 25 2020

985
page views
900
unique page views
00:01:22
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


May 6 at 3:24 PM

NOUVEAU LISTING • NEW LISTING


 221 RUE ST-JACQUES 801 | OLD MONTREAL | 2 BED | 1 BATH | \$2,500/mo | MLS # 16213505


<https://christinamiller.ca/view-listing/16213505>

Au cœur du Vieux-Montréal, ce lumineux et luxueux condo au 8e étage du prestigieux complexe BANK offre plus de 900 pi.ca. d'espace de vie à aires ouvertes.





In the heart of Old Montreal, this bright and luxurious condo on the 8th floor of the prestigious BANK condo complex offers over 900 s.f. of open concept living space.

 514.934.2480


 www.christinamiller.ca

Click the link in our bio to see more 📲








Instagram






christinamillergroup

1d




  CHRISTINA MILLER REAL ESTATE GROUP

À LOUER / FOR RENT


  

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ChristinaMiller Group NOUVEAU LISTING • NEW LISTING


 221 RUE ST-JACQUES 801 | OLD MONTREAL | 2 BED | 1 BATH | \$2,500/mo | MLS # 16213505

Twitter




Christina Miller Group @WestmountHomes • 1h


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In the heart of Old Montreal, this bright and luxurious condo offers over 900 s.f. of 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

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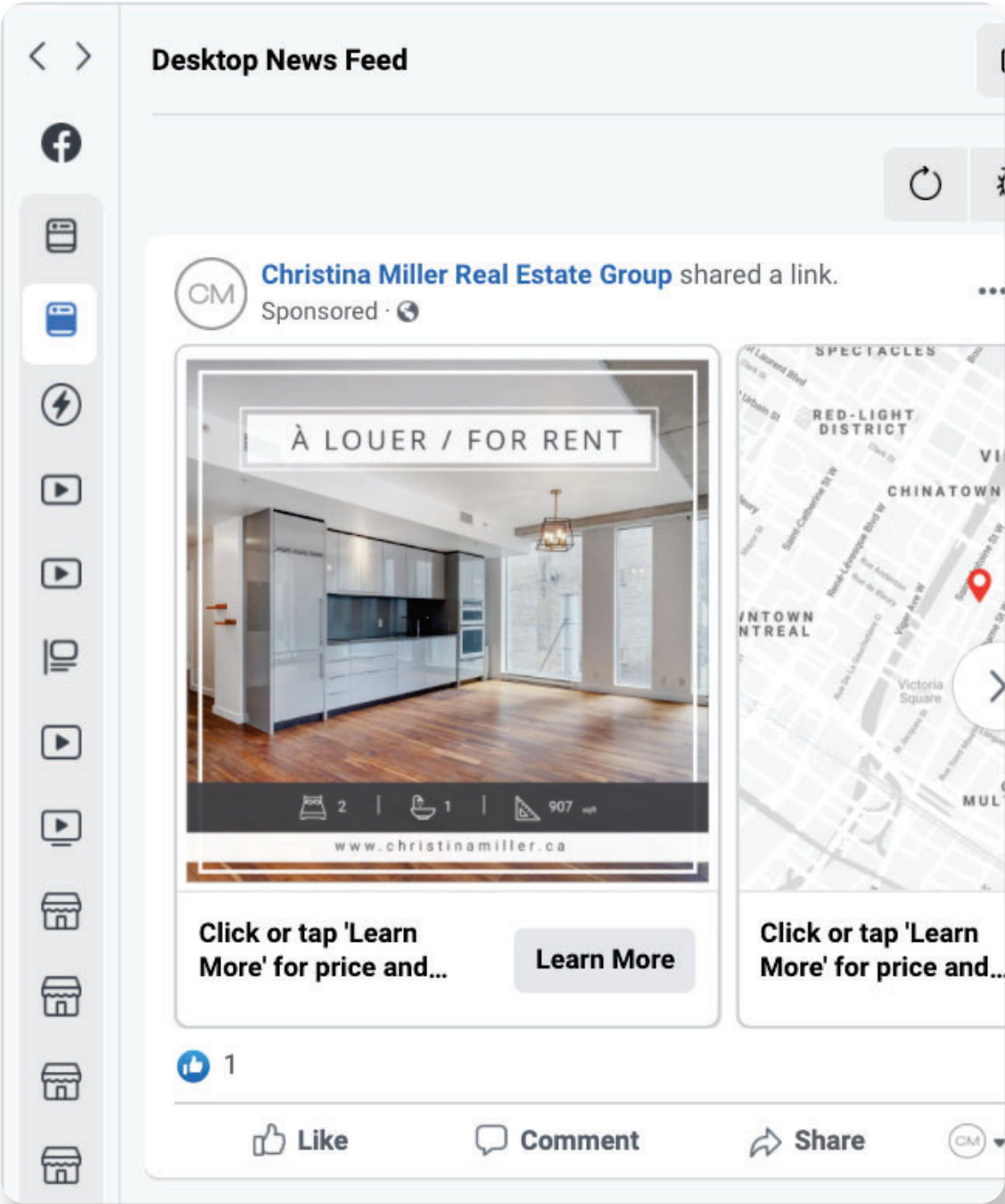




PAID SOCIAL MEDIA

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.

22,932
impressions
18,496
engagement
688
post clicks



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
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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!



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