



CHRISTINA
MILLER
REAL ESTATE GROUP

Marketing Performance Report

4298 BOUL. DORCHESTER O.

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.

This report includes a summary of the following platforms:

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

May 1 - June 30 2020

1371
page views
1269
unique page views
00:02:34
avg. time on page

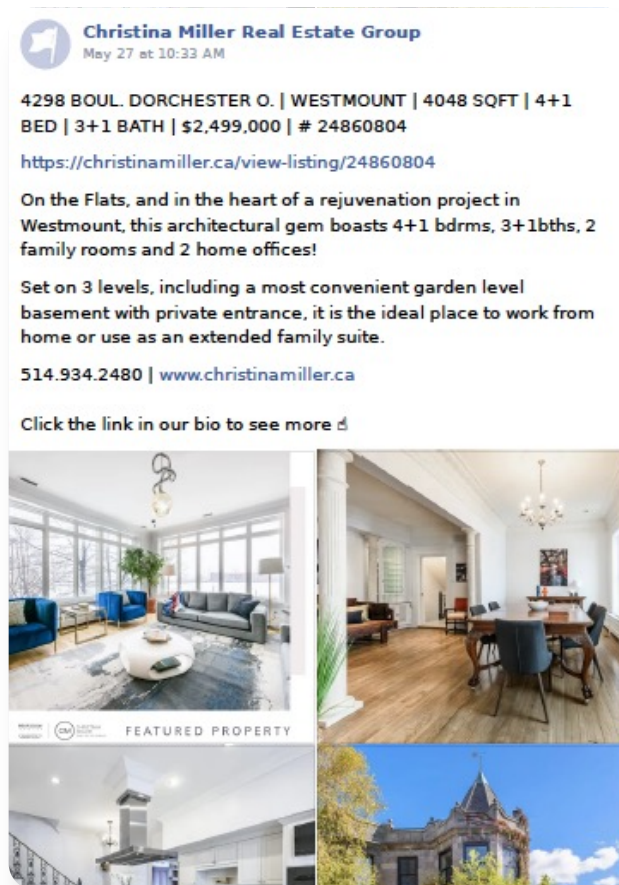
* industry avg. is 0:00:48



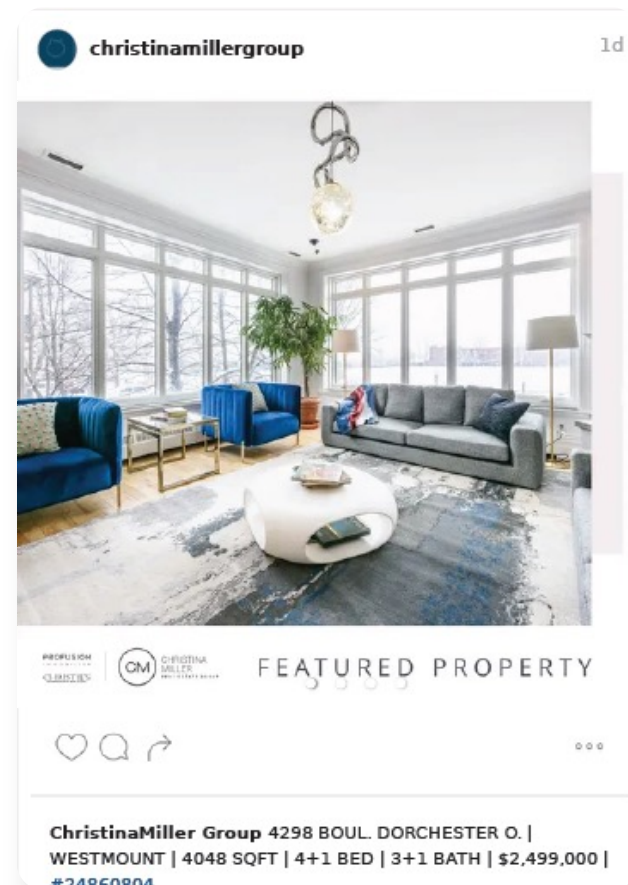
SOCIAL MEDIA POSTS

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

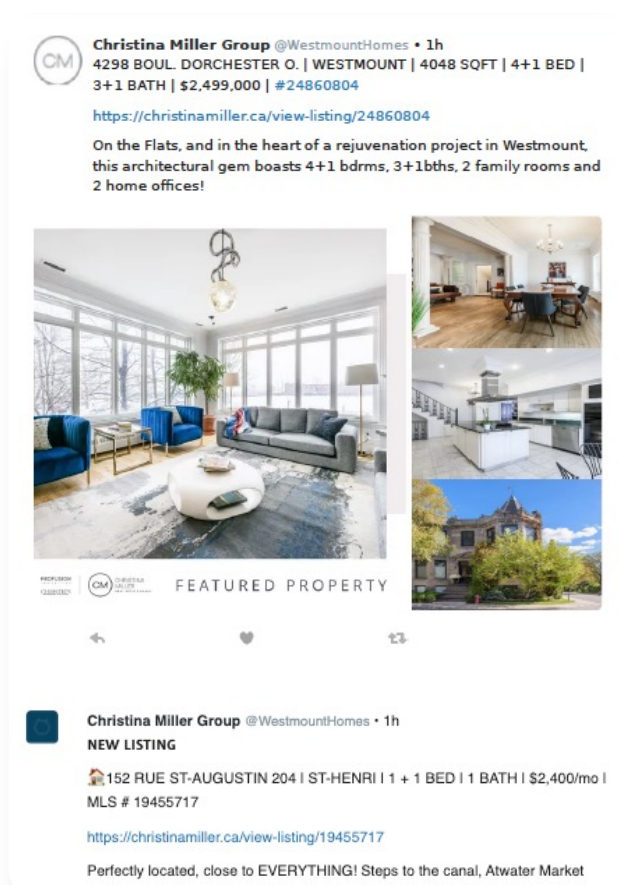
Facebook



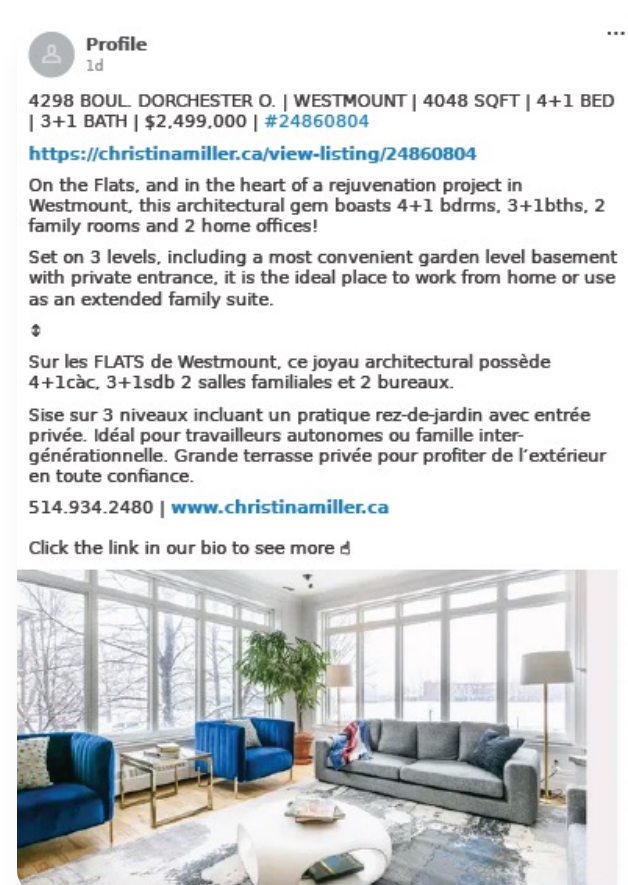
Instagram



Twitter



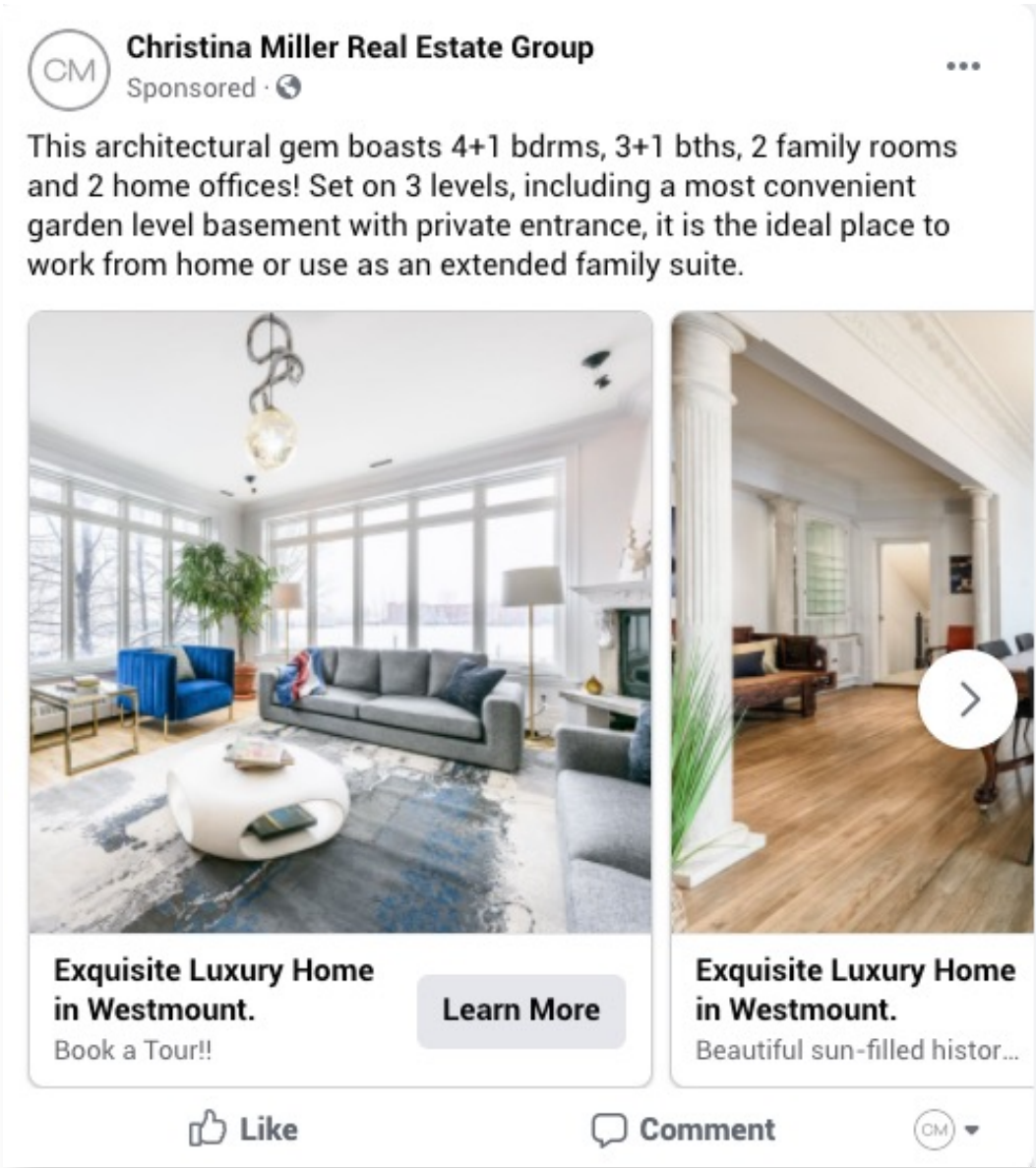
LinkedIn



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.

22,994
impressions
10,486
engagement
350
post clicks
7
leads



PRINT ADVERTISING

The Montreal Gazette, LaPresse+ & Westmount Independent





**CHRISTINA
MILLER**
REAL ESTATE GROUP

PROFUSION
IMMOBILIER

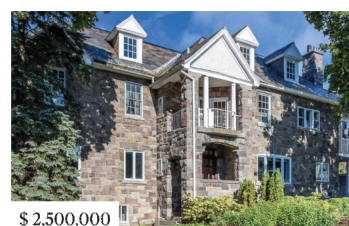
CHRISTIE'S
INTERNATIONAL REAL ESTATE



A HOME LIKE
NO OTHER!

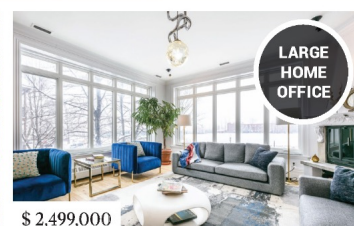
\$ 3,350,000

WESTMOUNT | AV. UPPER-BELMONT



\$ 2,500,000

WESTMOUNT | AV. GRENVILLE



LARGE
HOME
OFFICE

\$ 2,499,000

WESTMOUNT | BOUL. DORCHESTER O.



NEW
LISTING

\$2,385,000

WESTMOUNT | AV. ARLINGTON



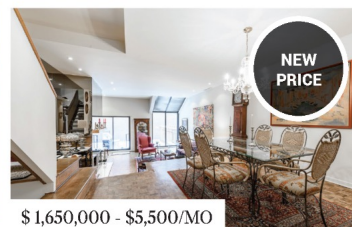
\$ 2,295,000

WESTMOUNT | AV. LANSDOWNE



\$ 1,800,000

WESTMOUNT | AV. METCALFE



NEW
PRICE

\$ 1,650,000 - \$5,500/MO

WESTMOUNT | BOUL. DE MAISONNEUVE O.



\$ 1,598,000

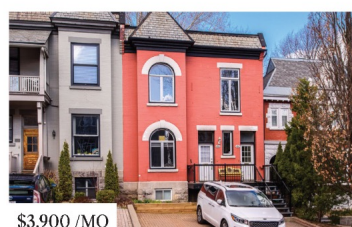
WESTMOUNT | AV. UPPER-ROSLYN.



NEW
PRICE

\$4,700 /MO

WESTMOUNT | THE REDFERN



\$3,900 /MO

WESTMOUNT | AV. GROSVENOR



SOLD!

WESTMOUNT | AV. KENSINGTON



SOLD!

WESTMOUNT | AV. LANSDOWNE



SOLD!

HAMPSTEAD | RUE. FINCHLEY



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. WE SEND OUT A NEWSLETTER WEEKLY AND ALL OF OUR PROPERTIES GET ATTENTION.



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.



CELEBRATING
CANADA DAY, HOT
COTTAGE MARKET
& OUR LISTINGS
LOWDOWN

Love Where You Live



DORCHESTER O.



CHRISTINA
MILLER
REAL ESTATE GROUP

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.