



CHRISTINA
MILLER
REAL ESTATE GROUP

Marketing Performance Report

365 RUE ST-ANDRÉ 1003

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.

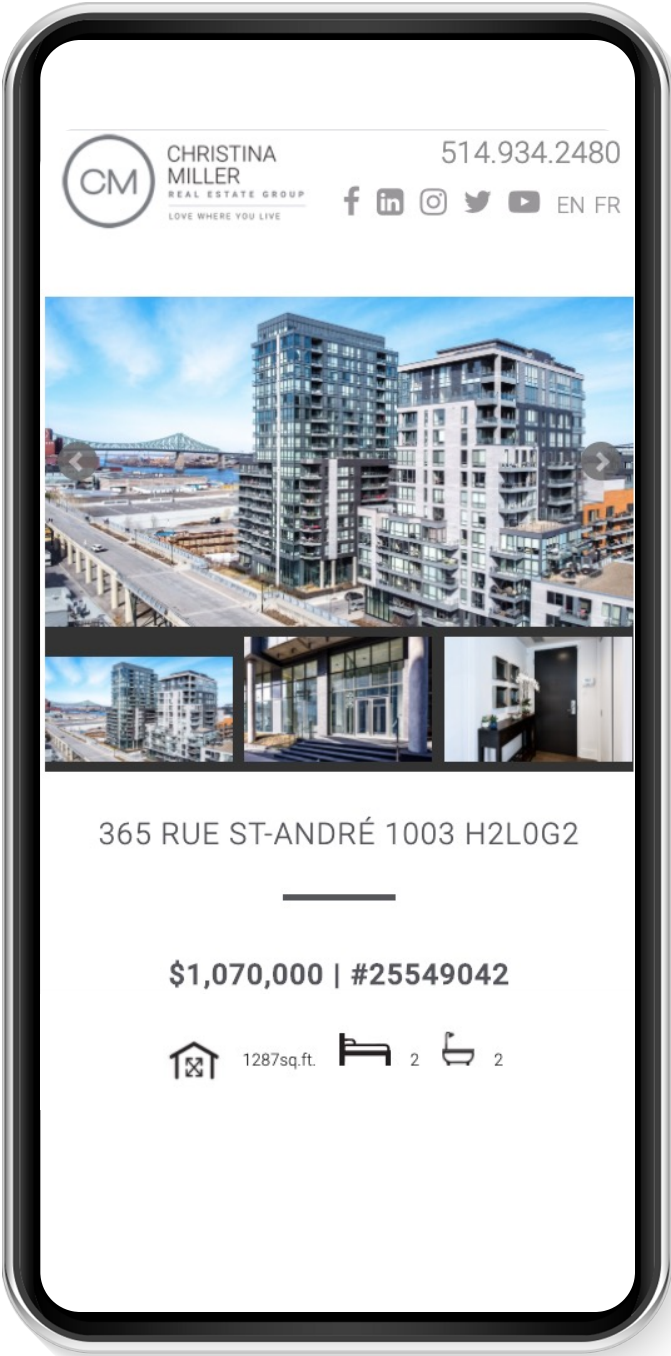
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July 1 - August 11 2020

248
page views
209
unique page views
00:02:17
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**
July 28 at 9:00 AM

365 RUE ST-ANDRÉ 1003 | OLD PORT | 2 BED | 2 BATH | 1287sq.ft. | \$1,070,000 | MLS # 25549042

<https://christinamiller.ca/view-listing/25549042>



Beautiful modern style condo conveniently situated in the Old Port. Ideally located within walking distance to parks, restaurants, shopping, transportation and downtown. This condo offers over 1,200 sq ft of bright living spaces with 2 bedrooms and 2 bathrooms, 1 parking spot and storage.


↓

Magnifique condo moderne situé dans le Vieux-Port. Idéalement situé à distance de marche des parcs, des restaurants, des magasins, des transports et du centre-ville. Ce condo offre plus de 1 200 pieds carrés d'espaces de vie lumineux avec 2 chambres à coucher et 2 sdb, 1 garage et un rangement.


📞 514.934.2480


🌐 www.christinamiller.ca











Instagram

**christinamillergroup**
1d




**FEATURED PROPERTY**



ChristinaMiller Group 365 RUE ST-ANDRÉ 1003 | OLD PORT | 2 BED | 2 BATH | 1287sq.ft. | \$1,070,000 | MLS # 25549042

Twitter

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



365 RUE ST-ANDRÉ 1003 | OLD PORT | 2 BED | 2 BATH | 1287sq.ft. | \$1,070,000 | MLS # 25549042

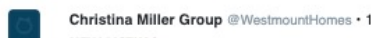
<https://christinamiller.ca/view-listing/25549042>

Beautiful modern style condo conveniently situated in the Old Port.

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🌐 www.christinamiller.ca







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

365 RUE ST-ANDRÉ 1003 | OLD PORT | 2 BED | 2 BATH | 1287sq.ft. | \$1,070,000 | MLS # 25549042

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House for Sale - Christina Miller
christinamiller.ca

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.


4,293
impressions
2,885
engagement
37
post clicks

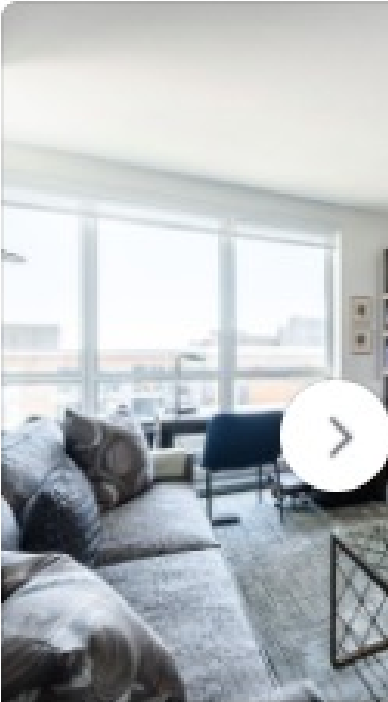
CM

Christina Miller Real Estate Group

Sponsored · 🌐

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FOR SALE! Book A Tour Today!

Old Port Luxury Condo ...

Learn More

For more info or to book a tour click 'Lea...'

Book A Tour Today!

👍 Like

💬 Comment

CM 🇺🇸

PRINT ADVERTISING

The Montreal Gazette, LaPresse+ & Westmount Independent





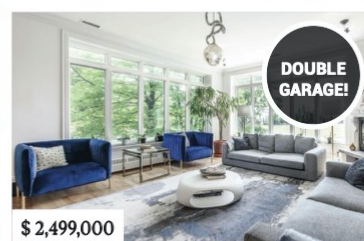
**CHRISTINA
MILLER**
REAL ESTATE GROUP

PROFUSION
IMMOBILIER

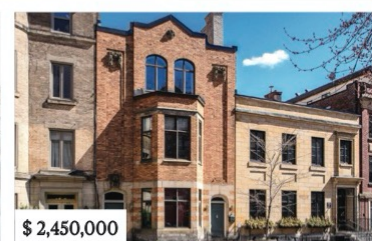
CHRISTIE'S
INTERNATIONAL REAL ESTATE



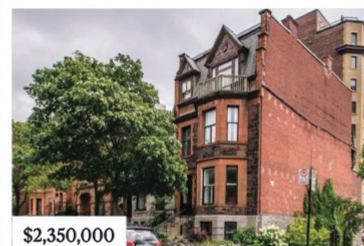
WESTMOUNT | AV. UPPER-BELMONT



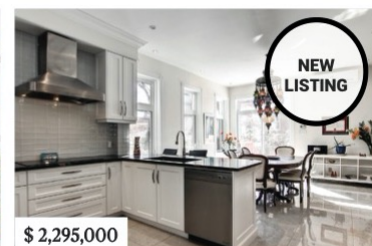
WESTMOUNT | BOUL. DORCHESTER O.



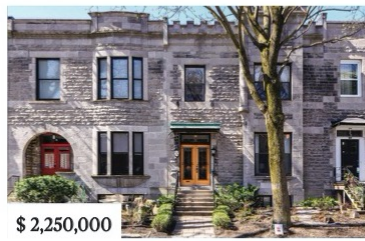
MONTRÉAL | AV. SUMMERHILL



MONTRÉAL | AV. SUMMERHILL



WESTMOUNT | AV. LANSDOWNE



WESTMOUNT | AV. ARLINGTON



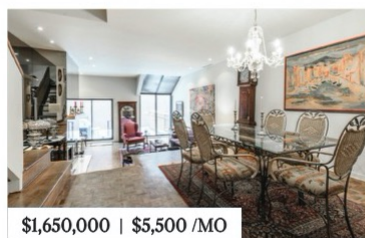
WESTMOUNT | CH. DE LA CÔTE-ST-ANTOINE



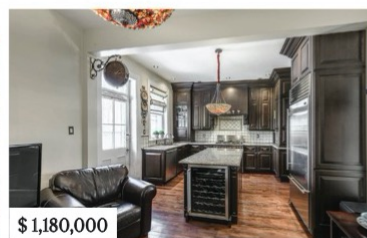
WESTMOUNT | AV. LANSDOWNE



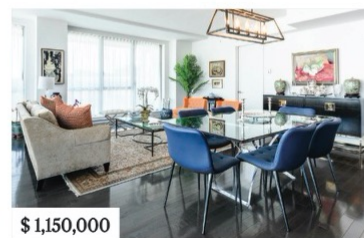
WESTMOUNT | AV. METCALFE



WESTMOUNT | BOUL. DE MAISONNEUVE O.



MONTRÉAL (CDN/NDG) | AV. NORTHCLIFFE



MONTRÉAL | RUE ST-ANDRÉ



WESTMOUNT | AV. GROSVENOR

   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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21^{JUILLET}
JULY 2020

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

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.