



CHRISTINA
MILLER
REAL ESTATE GROUP

Marketing Performance Report

657 AV. LANSDOWNE

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.

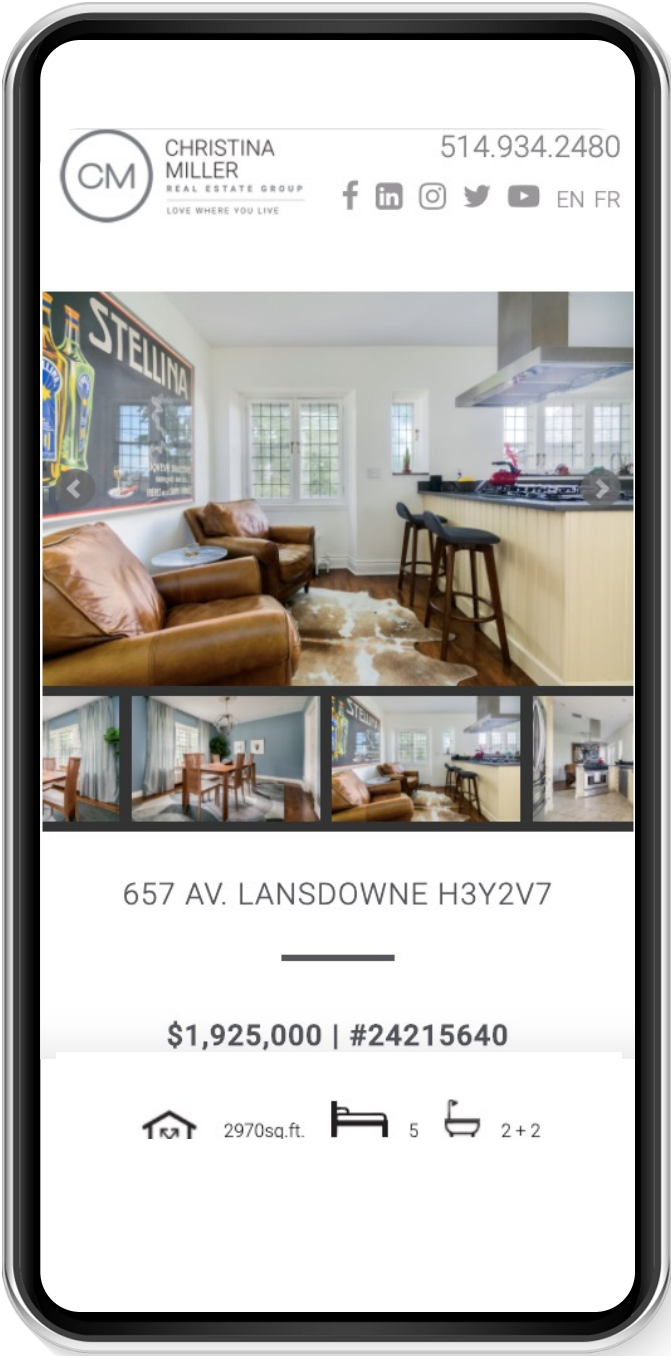
This report includes a summary of the following platforms:

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

June 30 - August 12 2020

337
page views
297
unique page views
00:02:47
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



Christina Miller Real Estate Group
June 29 at 5:30 PM

657 AV. LANSDOWNE | WESTMOUNT | 4+1 BED | 2+2 BATH | 2970sq.ft. | \$1,925,000 | #24215640



<https://christinamiller.ca/view-listing/24215640>

Welcome to 657 Lansdowne, an elegant family home located in the heart of mid-level Westmount. This beautiful semi-detached home sits on a corner, offers 3 levels, 4+1 bedrooms, 2+2 bathrooms, a bright and spacious top floor loft and a fully finished basement with direct access to the integrated garage and a walkout to the lovely back garden.


↓

Bienvenue au 657 Lansdowne, une élégante maison familiale située au coeur de Westmount. Cette belle maison jumelée siégeant sur un coin, offre 3 niveaux, 4+1 chambres, 2+2 salles de bains, un loft lumineux et spacieux au dernier étage et un sous-sol entièrement fini, ainsi qu'un garage intégré et un joli jardin arrière.

514.934.2480 | www.christinamiller.ca




PROFESSIONAL PHOTOGRAPHY


 CHRISTINA MILLER REAL ESTATE GROUP

À VENDRE / FOR SALE


Instagram






christinamillergroup
1d



PROFESSIONAL PHOTOGRAPHY


 CHRISTINA MILLER REAL ESTATE GROUP

À VENDRE / FOR SALE



ChristinaMiller Group 657 AV. LANSDOWNE | WESTMOUNT | 4+1 BED | 2+2 BATH | 2970sq.ft. | \$1,925,000 | #24215640





Twitter




Christina Miller Group @WestmountHomes • 1h
657 AV. LANSDOWNE | WESTMOUNT | 4+1 BED | 2+2 BATH | 2970sq.ft. | \$1,925,000 | #24215640

<https://christinamiller.ca/view-listing/24215640>




Welcome to 657 Lansdowne, an elegant family home located in the heart of mid-level Westmount.





PROFESSIONAL PHOTOGRAPHY

 CHRISTINA MILLER REAL ESTATE GROUP

À VENDRE / FOR SALE




**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 cafes in trendy St. Henri.

LinkedIn



Profile
1d

657 AV. LANSDOWNE | WESTMOUNT | 4+1 BED | 2+2 BATH | 2970sq.ft. | \$1,925,000 | #24215640


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514.934.2480 | www.christinamiller.ca




House for Sale - Christina Miller
christinamiller.ca

SOCIAL MEDIA POSTS

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

Facebook

**Christina Miller Real Estate Group**
August 6 at 6:30 PM

657 AV. LANSDOWNE | WESTMOUNT | 5 BED | 2+2 BATH | 2970sq.ft. | \$1,925,000 | MLS # 24215640

<https://christinamiller.ca/view-listing/24215640>



Walking distance to both public and private schools as well as Marianopolis College and only minutes to Murray Hill Park, this beautiful three-level home is the ideal family home. With a lovely walk-out garden and a versatile loft-style top floor, this home is sure to please!

À distance de marche des écoles publiques et privées don't parmi eux le collège Marianopolis, et à quelques minutes du parc Murray Hill, cette belle maison de trois niveaux est la maison familiale idéale. Avec un beau jardin arrière et un 3e étage de style loft et des plus polyvalents, cette maison est sûr de plaire!


📞 514.934.2480


www.christinamiller.ca



Click the link in our bio to see more






Instagram

**christinamillergroup**
1d






FEATURED PROPERTY



ChristinaMiller Group 657 AV. LANSDOWNE | WESTMOUNT | 5 BED | 2+2 BATH | 2970sq.ft. | \$1,925,000 | MLS # 24215640

Twitter

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





657 AV. LANSDOWNE | WESTMOUNT | 5 BED | 2+2 BATH | 2970sq.ft. | \$1,925,000 | MLS # 24215640



<https://christinamiller.ca/view-listing/24215640>

Walking distance to schools as well as Marianopolis College and only minutes to Murray Hill Park.


📞 514.934.2480

www.christinamiller.ca





FEATURED PROPERTY

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


NEW LISTING

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

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LinkedIn

**Profile**
1d

657 AV. LANSDOWNE | WESTMOUNT | 5 BED | 2+2 BATH | 2970sq.ft. | \$1,925,000 | MLS # 24215640

<https://christinamiller.ca/view-listing/24215640>


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📞 514.934.2480

www.christinamiller.ca

Click the link in our bio to see more

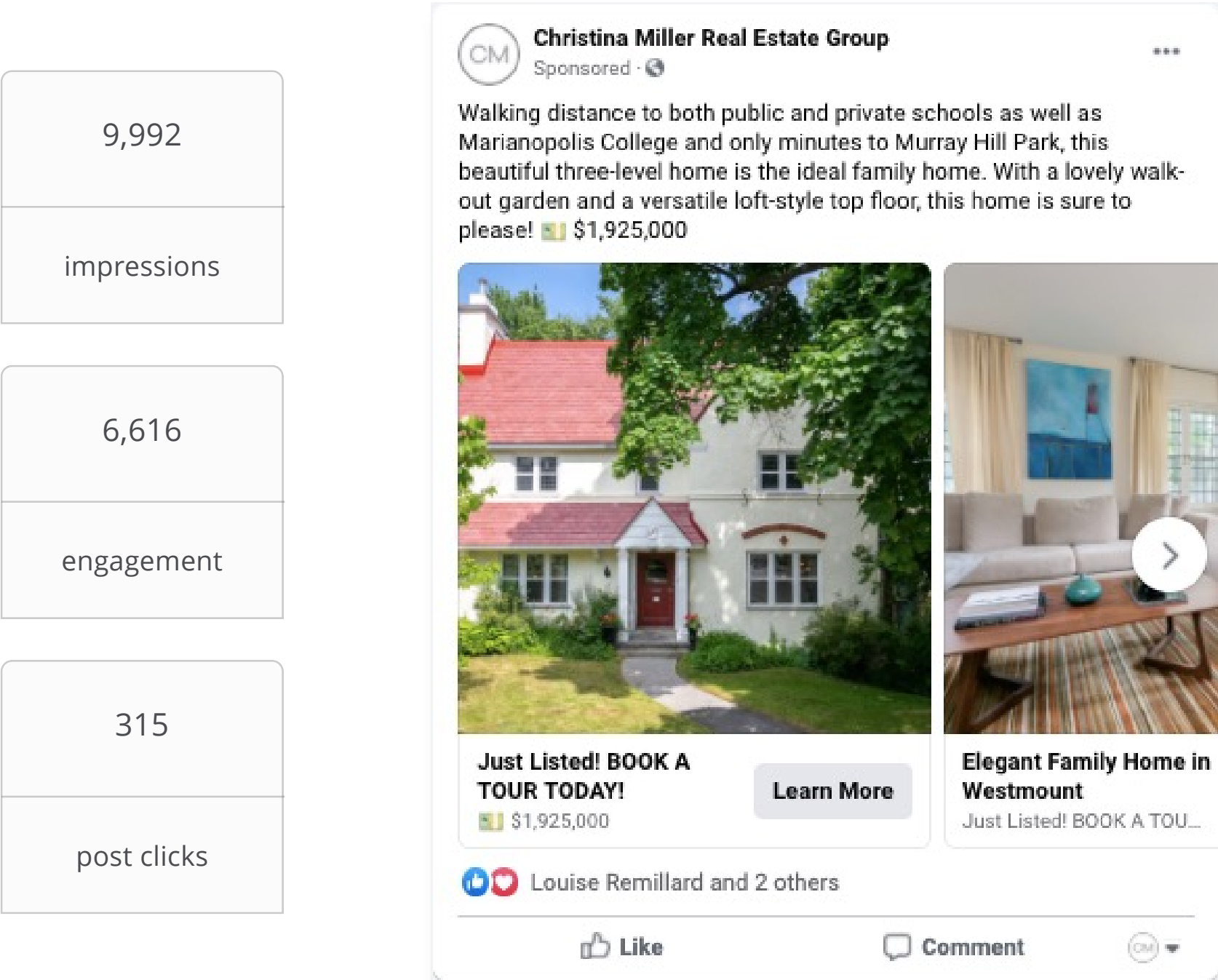


House for Sale - Christina Miller

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.



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.

13,043

impressions

8,330

engagement

490

post clicks



Christina Miller Real Estate Group

Sponsored · 

...

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NOUVEAU SUR LE MARCHÉ! Réservez...

Westmount (Montréal)

Learn More



Réservez une visite aujourd'hui!

🏡 1,925,000



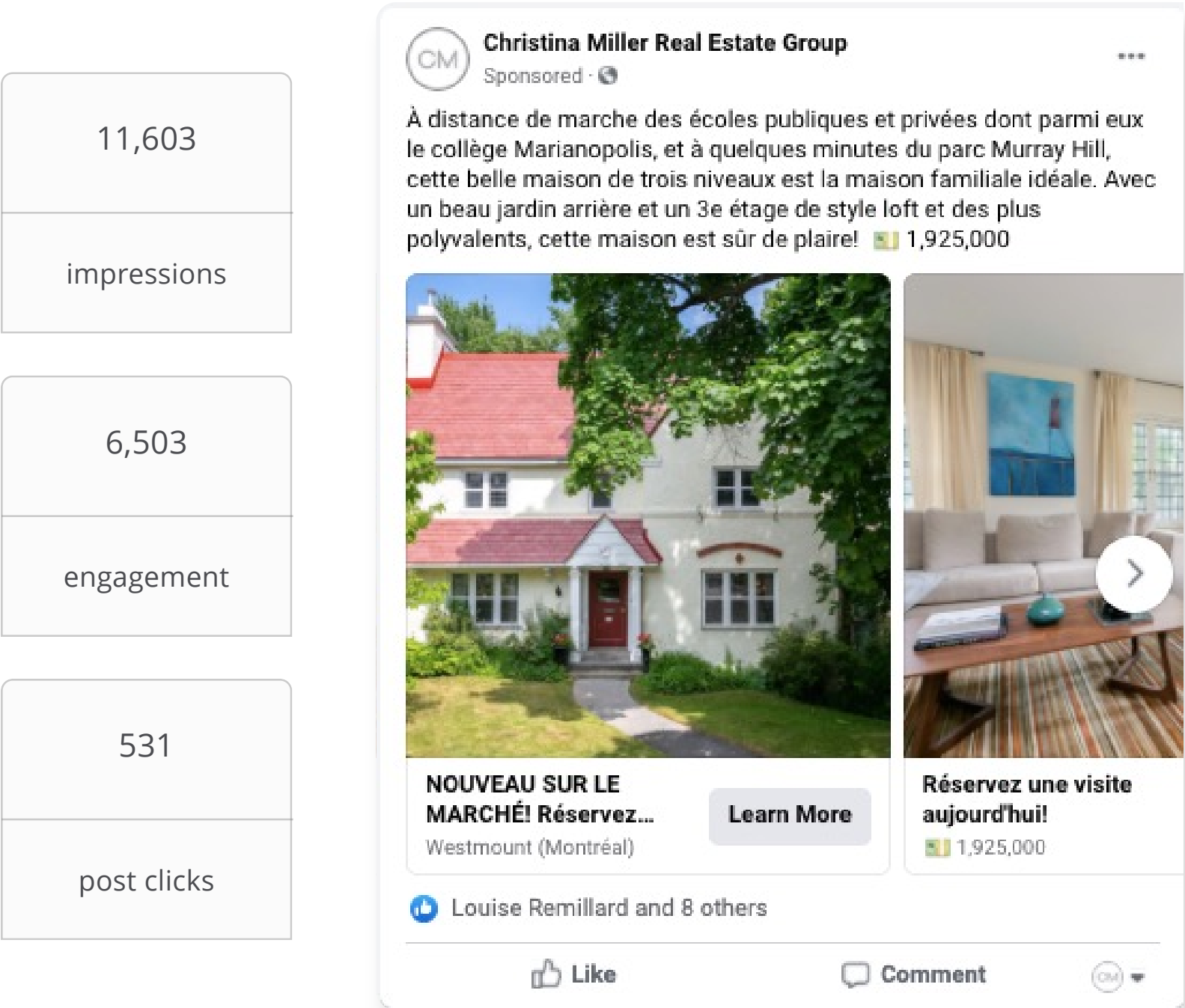
Louise Remillard and 8 others

 Like
  Comment
 



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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.



PRINT ADVERTISING

The Montreal Gazette, LaPresse+ & Westmount Independent





CHRISTINA
MILLER
REAL ESTATE GROUP

PROFUSION
IMMOBILIER

CHRISTIE'S
INTERNATIONAL REAL ESTATE



NEW
LISTING

\$15,000,000

WESTMOUNT | SUMMIT CIRCLE



NEW
LISTING

\$ 3,795,000

WESTMOUNT | AV. REDFERN



NEW
LISTING

\$ 3,295,000

WESTMOUNT | CH. DE LA CÔTE-ST-ANTOINE



\$ 2,998,000

WESTMOUNT | AV. UPPER-BELMONT



NEW
LISTING

\$2,998,000

WESTMOUNT | AV. GROSVENOR



NEW
LISTING

\$ 2,950,000

WESTMOUNT | CROIS. SUMMIT



\$2,450,000

MONTREAL | AV. SUMMERHILL



\$ 2,350,000

MONTREAL | AV. SUMMERHILL



NEWLY
PRICED

\$ 2,195,000

WESTMOUNT | AV. LANSLOWNE



\$2,098,000

WESTMOUNT | AV. ARLINGTON



\$1,925,000

WESTMOUNT | AV. LANSLOWNE



\$1,800,000

WESTMOUNT | AV. METCALFE



NEW
LISTING

\$1,250,000

MONTREAL | RUE SHERBROOKE 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

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10^{JUILLET}
JULY 2020

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



NEW LISTINGS,
NEW SALES, AND
BY THE WAY -
WHERE IS THE
TIME GOING?

Love Where You Live



AV. LANSDOWNE



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.