



RE/MAX IS REACHING CONSUMERS

Great Agents, Backed by Great Tools | The Groundbreaking 2019 Digital Ad Campaign

Just over 2 months in-market, the RE/MAX Campaign is driving consumers to you!

AS SEEN ON...EVERYTHING

SOCIAL MEDIA

Video and multi-image carousel ads appear along with single-image display ads in Facebook news feeds.

DISPLAY ADVERTISING

Placing the RE/MAX message in front of the right people at the right time.

SEARCH ENGINE MARKETING

Serving ads to our target audience as they search Google and Bing for home search related information.

TV ADVERTISING

Ads on leading programs reaching our target audience (see next page).

Key Results (Jan 22 thru Mar 22 - New England)

Consumer searches for an agent

23,045

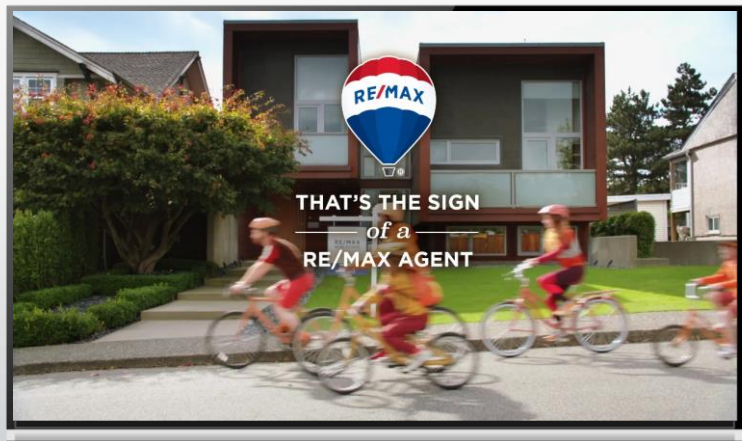
Property searches on remax.com

646,882

Lead Engagements

Activities that generate leads and/or brand engagements: sign-in to an existing account, create a free account, ask an agent, mobile tap to call agent, etc.

3,040



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BRAND EXPOSURE - TV

RE/MAX maintains brand exposure by running our **Tools of a RE/MAX agent** commercials on channels that connect with consumers with a likelihood to purchase or sell a home.



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