



# RE/MAX IS REACHING CONSUMERS

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

Just over 5 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 June 30 - New England)

Consumer searches for an agent

67,935

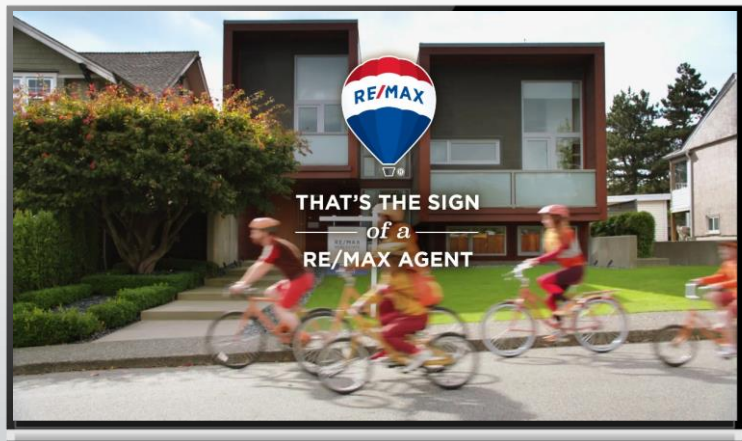
Property searches on remax.com

1,920,834

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.

9,248



HOME OF THE TOP PRODUCER

remax.com





# 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.



HOME OF THE TOP PRODUCER  
[remax.com](http://remax.com)

