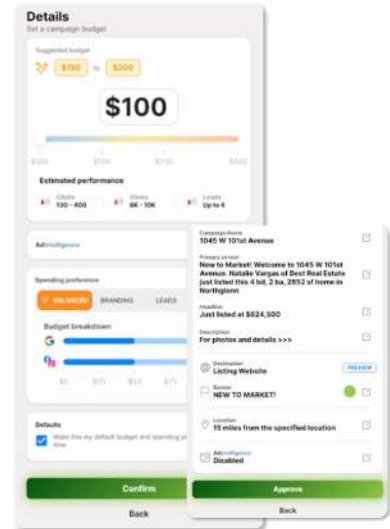


AdIntelligence vs. AdTarget

AdIntelligence or AdTarget. What's right for you?

User Controls	AdIntelligence Optimized campaigns that captures all listing milestones.	AdTarget Focused campaigns for a specific goal or audience.
Budget	✓	✓
Google + Bing	✓	
Meta (Facebook and Instagram)	✓	✓
Platform Allocations	✓	
Geographic Targeting*	✓	✓
Ad Duration		✓
Ad Copy		✓

*Limited by platform Fair Housing Rules



When it comes to choosing AdTarget or AdIntelligence for your campaign, it's important to know the differences between the two options.

Budget

- AdTarget
 - The minimum ad spend for an AdTarget ad is currently \$100
 - The minimum ad spend for an AdTarget ad in a For Lease status is \$75.
- AdIntelligence
 - The minimum ad spend for an AdIntelligence ad in a Just Listed status is \$150. These ads run for a fixed 21-day period
 - The minimum ad spend for an AdIntelligence ad in a Coming Soon status is \$180. These ads run for a fixed 28-day period, explaining the slightly higher minimum spend

The maximum ad spend for all campaigns is \$1,000 at this time

Google + Bing

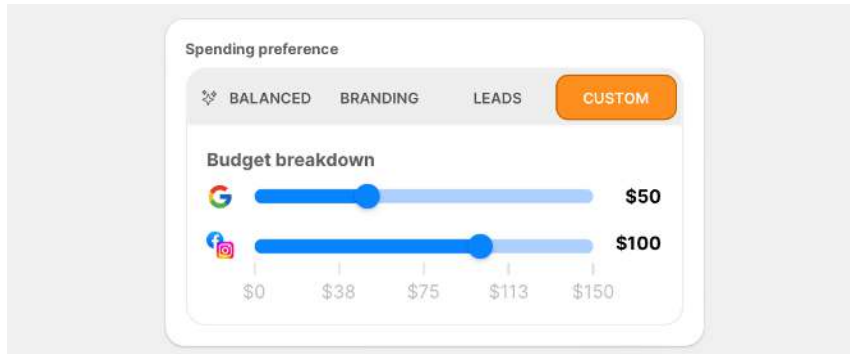
- AdTarget does not currently get sent out via Google or Bing ads
- AdIntelligence does get sent out via Google and Bing ads

Meta (Facebook and Instagram)

- AdTarget and AdIntelligence ads are both sent out via Meta

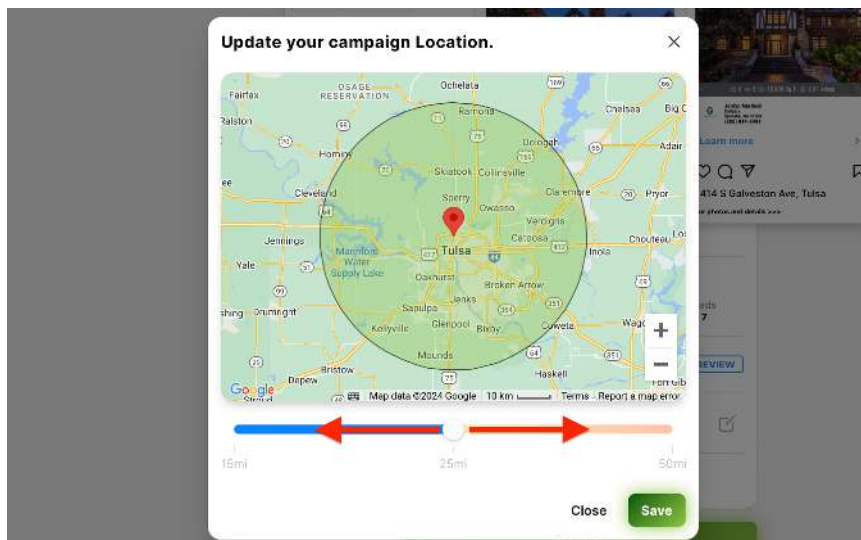
Platform Allocations

- AdTarget
 - Since AdTarget ads do not get sent out via Google or Bing ads, the ability to split funds between Google/Bing and Meta does not exist.
- AdIntelligence
 - Since AdIntelligence ads get sent out to Google, Bing and Meta, we allow you to customize how much is allocated towards each platform.



Geographic Targeting

- AdTarget and AdIntelligence ads both allow for geographic targeting. You can choose to run the ad within 15 miles, 25 miles, or 50 miles of the listing address.



Ad Duration

- AdTarget
 - Can run for any of the following durations: 5 days, 1 week, 10 days, 2 weeks, 3 weeks, or 1 month.

- AdIntelligence
 - AdIntelligence ads in a Just Listed status run for a fixed 21-day period. This can not be customized.
 - AdIntelligence ads in a Coming Soon status run for a fixed 28-day period. This can not be customized.

Ad Copy

- AdTarget
 - Can customize the primary ad text, ad headline, ad description, ad banner, and ad banner color.
- AdIntelligence
 - Can not customize any of the fields mentioned above as this information is dynamic and pulls directly from the listing on your MLS. Any ad copy will update from what is entered into the MLS. The ad copy will adjust automatically when the listing status changes (just listed, open house, price reduction, etc).