How to Start an Ad Campaign Within Your MLS

Creating and running a new ad campaign is a great way to showcase your property and attract potential buyers. Here's a step-by-step guide to help you get started.

1. Log into your MLS portal.
2. Click into the area in your MLS where you manage (add or edit) your listings.
   To see a list of examples of what this looks like on your specific MLS, please see the example list at the end of this article. Jump to list.
3. Click the blue "Preview Your Ad" button next to the listing for which you want to run an ad. Below are a few examples of what this may look like on your MLS.
4. A new window will pop up, taking you inside the AdBuilder platform.
   Note: If you have pop-up blockers installed or pop-up blocker extensions running within your internet browser, this may prevent the AdBuilder platform from launching properly. Please disable these before continuing.
5. Choose between AdIntelligence and AdTarget to continue. When deciding between an AdIntelligence and AdTarget ad, it's important to understand the differences and when to use each one. This AdIntelligence vs. AdTarget support article will help you make the right decision

based on your unique listing.

Select an Ad type
Ad types effect the way an Ad functions and performs

AdIntelligence
Fully automated advertising optimized for new listings

New Product Feature Announcement! Now adding Bing Search Ads. FREE Bing Boost through June 21st.
Select AdIntelligence and we automatically increase your search budget by 25%. On us! Search ads = high-intent buyers.

AdIntelligence
Fully automated ads, appearing on the most popular search engines and social platforms

- Content is updated by MLS events such as open house, price reductions and more
- Budget and duration are optimized for maximum effectiveness
- Lead site is generated automatically based on MLS data
- Google and Bing Ads are placed automatically (in addition to Facebook and Instagram)

AdTarget
Fully customizable ads, appearing on the most popular search engines and social platforms.

Coming Soon
Generate buzz before going active
- Prime the market for your new listing
- Ad copy, budget, and duration are fully customizable

Just Listed
Increasing chances for a quick sale
- Leverage the best opportunity to get a full price offer
- Ad copy, budget, and duration are fully customizable

Open House
Increase foot traffic and meet unattached buyers
- Impress the neighbors (prospects) with a busy event
- Ad copy, budget, and duration are fully customizable

Price Reduced
Broadcast the price improvement to get your listing sold
- Bring back buyers that love the house...at the right price
- Ad copy, budget, and duration are fully customizable

Under Contract
Social Proof that you deliver results
- Motivate and attract potential sellers
- Ad copy, budget, and duration are fully customizable

Classic
Build your brand while meeting your seller's expectations
- Grow your sphere of influence
- Ad copy, budget, and duration are fully customizable

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SphereBuilder Community
Sponsored

Natalie Vargas of Best Real Estate is listing this 1 bd, 1 ba, sf home in Philadelphia, PA

1045 110ST ST
PHILADELPHIA, PA 19102

1 Bedroom   1 Bathroom

Natalie Vargas
Best Real Estate
Exton, PA 19341
(234) 567-8901

1045 110st St,
Philadelphia
For photos and details >>>   Learn more

Like   Comment   Share

6. Review and edit your public profile. Click here if you need assistance [Updating Your Profile Photo or Office Logo](#)

Review your public profile
Completing your profile is required to place Ads

ⓘ **This information is displayed publicly on your Ad**

Agent
Archie Bunker
📞 (123) 456-7890
\# TEST1234
🌐 https://www.archiebunker.com

[✏ Edit]

Brokerage
Best Real Estate
📍 175 N Pottstown PIKE, Exton, PA 19341
📞 (555) 123-4567

[✏ Edit]

Confirm

Back
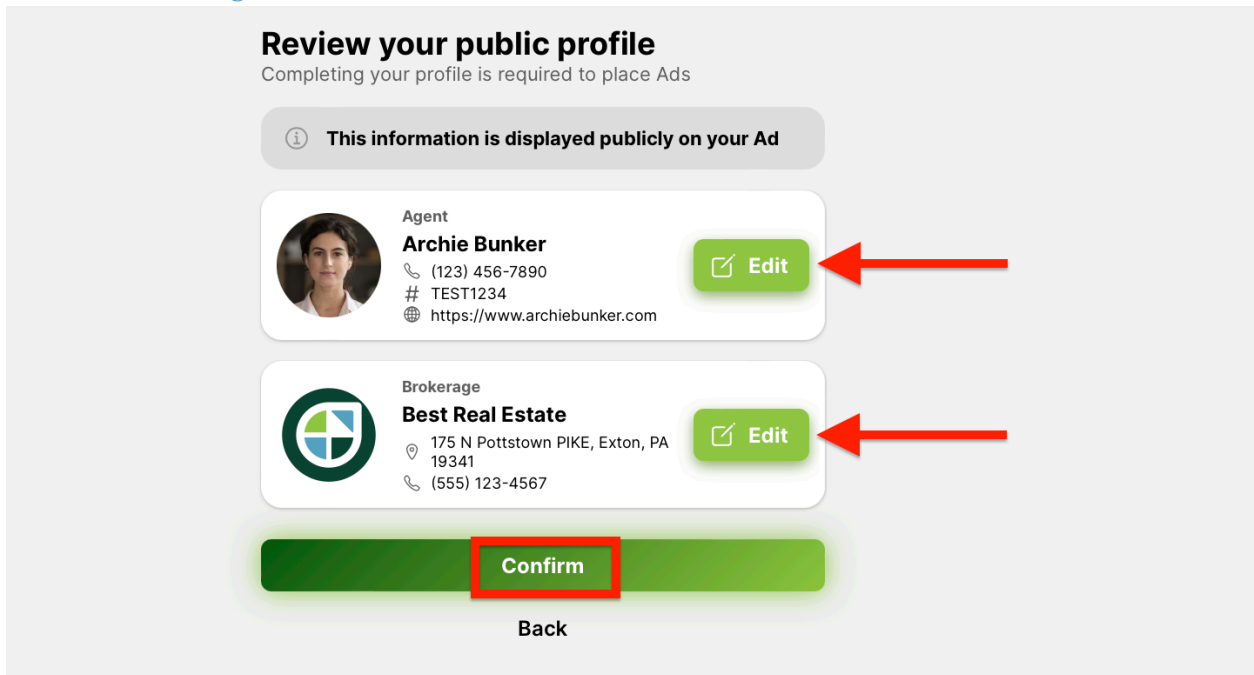
7. Choose your ad budget, and customize your budget breakdown between Google/Bing and Meta (Facebook and Instagram).
Note: Choosing the budget breakdown between Google/Bing and Meta is only available with AdIntelligence.

Set a campaign budget

Suggested budget

✦ $100 to $200

$200

$50 $100 $200 $500

Estimated performance

Clicks	Views	Leads
800	20K	8

AdIntelligence   Enabled

☑ Content is updated by MLS events such as open house, price reductions and more

Budget and duration are optimized for maximum effectiveness

Spending preference

BALANCED   BRANDING   LEADS   CUSTOM

Budget breakdown

G ━━━━━━━━ $100

━━━━━━━━ $100

$0 $50 $100 $150 $200

Defaults

☑ Make this my default budget and spending preference next time

Confirm

8. **If you chose AdIntelligence** in step 5:

a. Review your ad. Your budget and ad location are both customizable on this screen.

9. **If you chose AdTarget** in step 5:

a. Review your ad. Your start date, duration, budget, ad copy, banner, and location are all fully customizable on this screen.
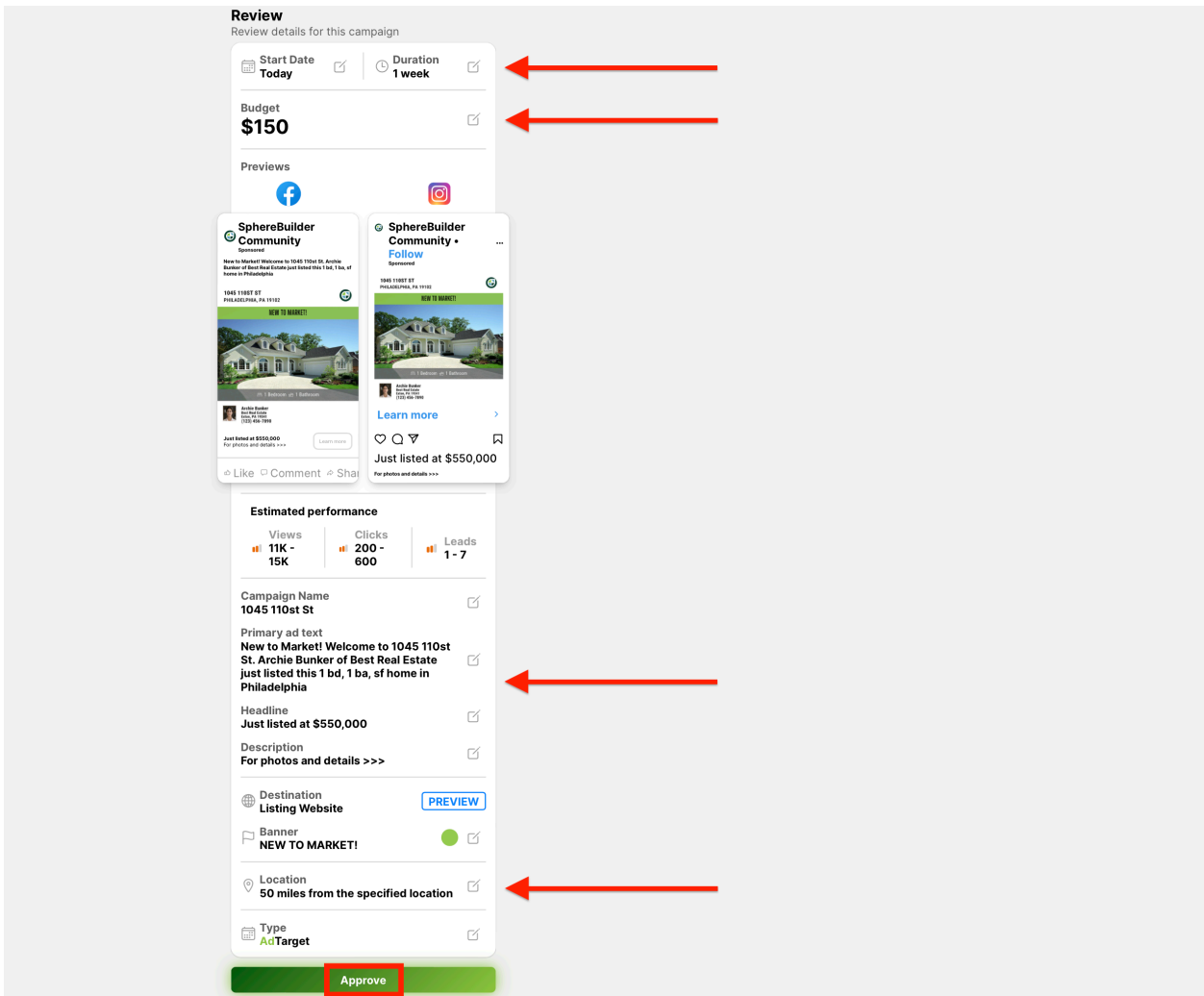
10. Enter your credit card details, and submit payment.

Success! Upon payment submission, the ad often goes live within a few hours. However, please note that due to the approval and processing times involved, it may take up to 24 hours before you start seeing analytics and results. We appreciate your understanding and patience as we work to ensure your ad campaign's successful launch and performance. Thank you for using AdBuilder!

MLS Examples:

NorthstarMLS

Listing · Media · Open Houses · **Advertising & Promotion**

Postcard Marketing

PostcardMania
SMALL BUSINESS MARKETING EXPERTS

Easy, affordable direct mail with no minimums.

OPEN HOUSE
JANUARY 1
9AM - 4PM
Find Your Dream Home!

ABC REALTY
Call me for details.
John Smith, Realtor

POOL · ENCLOSED PATIO · 3 BEDROOMS · 3 BATHROOMS · 2 STORIES · 2 CAR GARAGE

Start Your Campaign

Social Media

SPHEREINDEX™

Featuring: SPHEREBUILDER™

A free, real-time assessment of your digital marketing efforts.

77
Local Pro Benchmark

Get Your Score

Advertising

ADBUILDER™

Instantly created, targeted listing video ads on Facebook, Instagram, Google and Bing.

Preview Your Ad

Filter by MLS#, listing agent, office, address, or city.
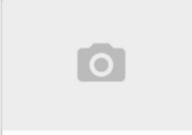
Single Family ▾   Incomplete ▾   Last 30 days ▾   25 ▾   MLS# ▾   Z-A ↓

🏠 **8538977**   ⊙ ⎘ 🗑
List Date: 6/3/23
804 Chippewa Ave
St. Paul, MN 55107
Incomplete   ⚲ **Amy Agent** $0
◉ **Preview Your Ad!**

🏠 **8538703**   ⊙ ⎘ 🗑
List Date: 6/2/23
5618 23rd Ave S
Minneapolis, MN
55417
Active   ⚲ **Amy Agent** $420,000

	Views	Clicks	Leads
◉ **Manage Campaign**	1971	43	5

🏠 **8538702**   ⊙ ⎘ 🗑
List Date: 6/2/23
3488 Coachman Rd
Eagan, MN 55122
Coming Soon   ⚲ **Amy Agent** $540,000
◉ **Preview Your Ad!**

🏠 **853798**   ⊙ ⎘ 🗑
List Date:
5/24/23
8428 15th Ave S
Bloomington, MN
55425
Active   ⚲ **Amy Agent** $440,000
◉ **Preview Your Ad!**