

# 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 affect 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

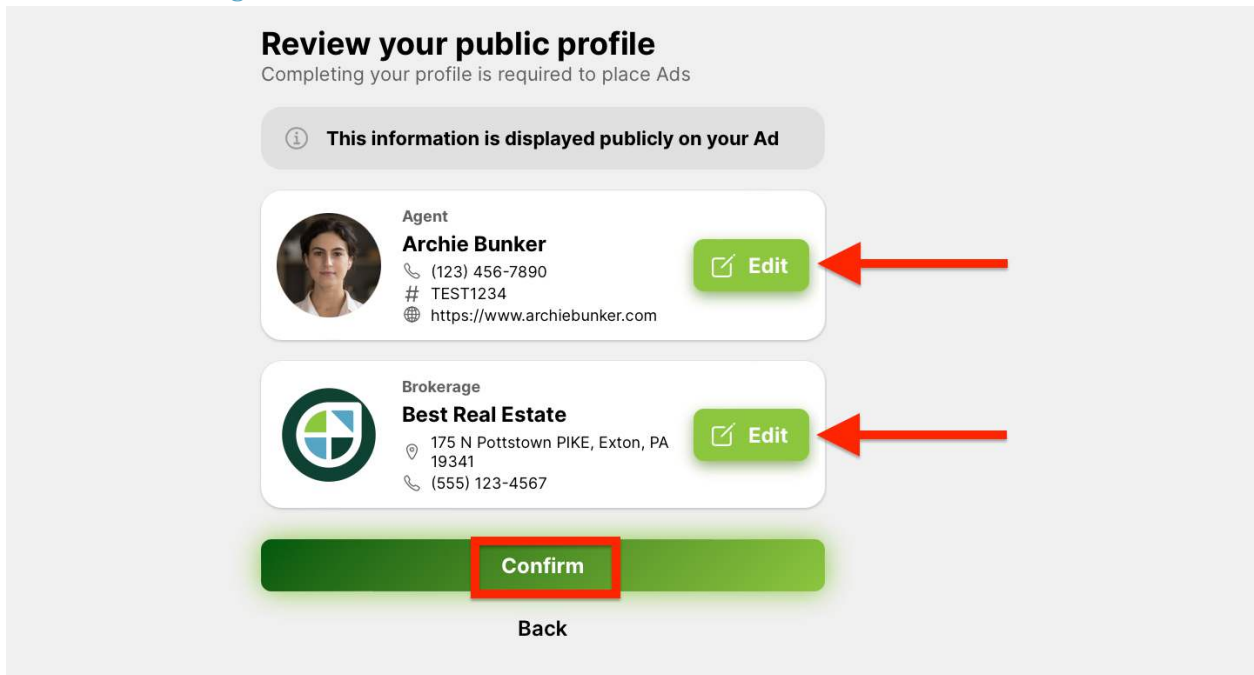
Fully customizable ads, appearing on the most popular search engines and social platforms.

<h5>Coming Soon</h5> <p>Generate buzz before going active</p> <ul style="list-style-type: none"><li>Prime the market for your new listing</li><li>Ad copy, budget, and duration are fully customizable</li></ul>	<h5>Just Listed</h5> <p>Increasing chances for a quick sale</p> <ul style="list-style-type: none"><li>Leverage the best opportunity to get a full price offer</li><li>Ad copy, budget, and duration are fully customizable</li></ul>	<h5>Open House</h5> <p>Increase foot traffic and meet unattached buyers</p> <ul style="list-style-type: none"><li>Increase the neighbors (prospects) with a busy event</li><li>Ad copy, budget, and duration are fully customizable</li></ul>
<h5>Price Reduced</h5> <p>Broadcast the price improvement to get your listing sold</p> <ul style="list-style-type: none"><li>Bring back buyers that love the house, at the right price</li><li>Ad copy, budget, and duration are fully customizable</li></ul>	<h5>Under Contract</h5> <p>Social Proof that you deliver results</p> <ul style="list-style-type: none"><li>Minimize and attract potential sellers</li><li>Ad copy, budget, and duration are fully customizable</li></ul>	<h5>Classic</h5> <p>Build your brand while meeting your seller's expectations</p> <ul style="list-style-type: none"><li>Show your sphere of influence</li><li>Ad copy, budget, and duration are fully customizable</li></ul>

Back

Next

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



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 800	Views 20K	Leads 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**

		\$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.

The screenshot displays the 'Review' interface for a campaign. At the top, it shows 'Start Date Today' and 'Duration 3 weeks'. The budget is set to '\$150 + \$37.50 Bing Boost'. Below this, there are three social media ad previews for 'SphereBuilder Community' featuring real estate listings. The 'Estimated performance' section shows 'Views 11K - 15K', 'Clicks 200 - 600', and 'Leads 1 - 7'. The destination is 'Listing Website' and the location is '50 miles from the specified location'. The ad type is 'AdIntelligence' and the spending is 'Promo'. A red box highlights the 'Approve' button at the bottom.

**Review**  
Review details for this campaign

Start Date **Today** | Duration **3 weeks**

Budget **\$150 + \$37.50 Bing Boost**

Previews

**Estimated performance**

Metric	Value
Views	11K - 15K
Clicks	200 - 600
Leads	1 - 7

Destination: **Listing Website** [PREVIEW]

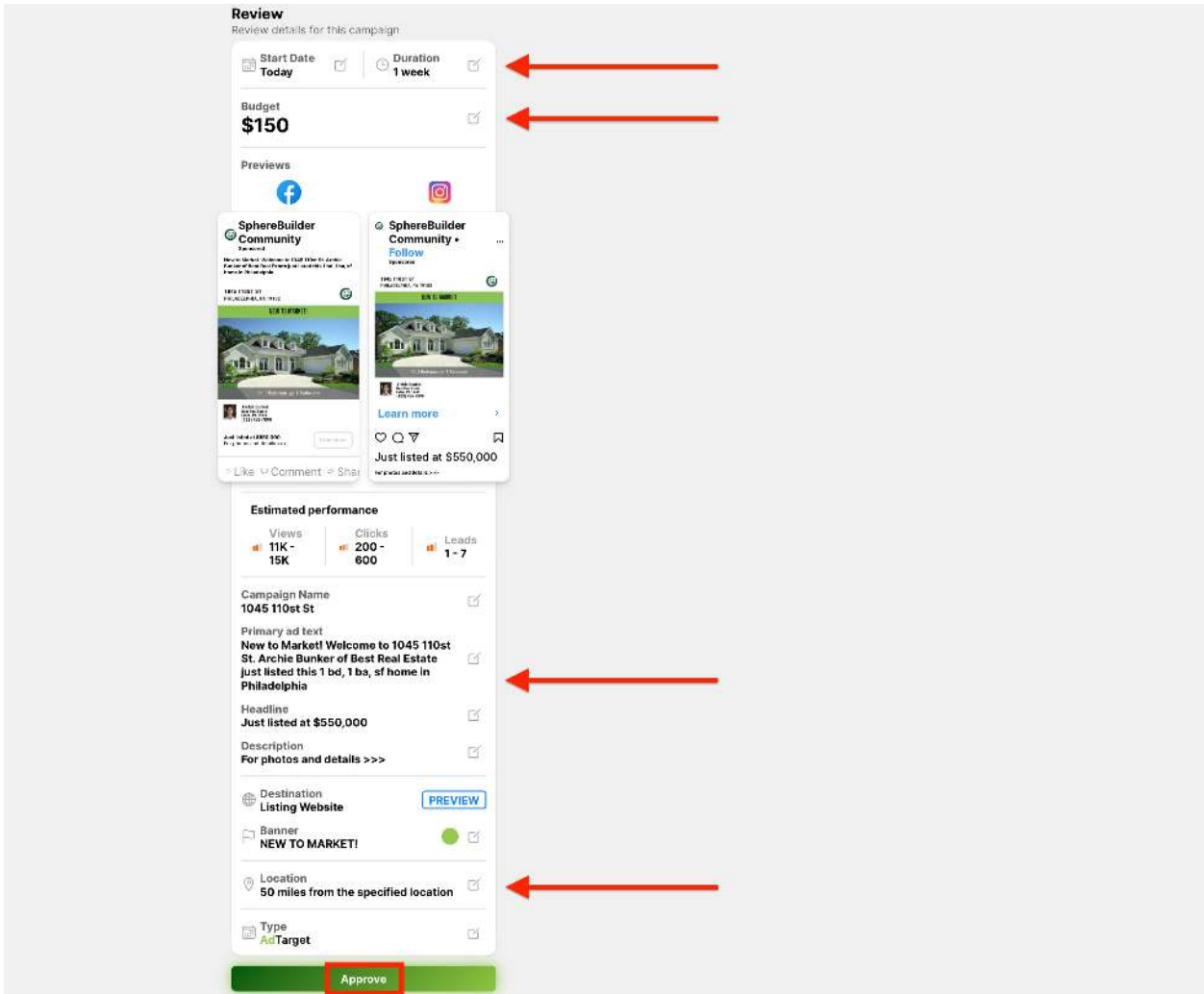
Location: **50 miles from the specified location**

Type: **AdIntelligence** | Spending: **Promo**

**Approve**

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](#)

### Postcard Marketing



Easy, affordable direct mail with no minimums.



**Start Your Campaign**

### Social Media



Featuring: @SPHEREBUILDER™

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



**Get Your Score**

### Advertising



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
1971	43	5

[Manage Campaign](#)

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!](#)