

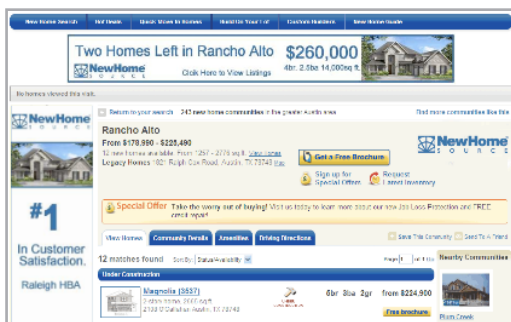
Effective Banner Advertising Strategies For Success

By Thane Tennison, BDX

For builders, display advertising is a great medium for enhancing listings, driving traffic or raising awareness of upcoming promotions and special incentives. What could you be doing to make your banner campaigns even more effective?

A TARGETED MESSAGE

Did you know that 66% of online buyers would click on more ads if they were better targeted to them? By promoting your communities on the BDX network, you are reaching visitors who are actively shopping for new homes and therefore, more receptive to your message.



The best performing banners provide details and help consumers narrow and refine their home search by advertising the number of communities, and range in price.

ADS + LISTINGS = IMPROVED PERFORMANCE

We recently analyzed lead performance for top national builders who combined



From targeting, positioning, innovative technology, and tracking -- what could you be doing to make your banner ads more effective?

display advertising campaigns with their new home listings on NewHomeSource.com against those without advertising support. The findings revealed that builders who used banners to support their listings received 51% more leads compared to builders with standard listings. It's part of a strategy we call complementary creative – banner ads that work alongside the rest of the content on the page.

THE VIDEO ADVANTAGE

If you want to improve consumer recall and increase click-through rates, it might be time to incorporate video into your banners. When considering video advertising keep in mind a few simple best practices to maximize performance. First, Video Ads adhere to the same rules as other display campaigns. The goal should be to pull consumers into the ad and make sure that it meets their search objectives.

We recommend featuring homes or communities that appeal to the consumers search instead of long videos

that touch on a variety of products. The Ad should have specific marketing goals and the videos should be short, 30 seconds or less. Let the images tell the story -- large pans, and fades are captivating and can often say more than a line of copy.

TRACK YOUR CAMPAIGN AND MODIFY AS YOU LEARN

Finally, now that you've taken all the steps to get someone to click on your ad, don't let them down. A relevant landing page and tracking code is also critical to measure consumer action and generate leads.

When developing a campaign consider the following:

- What message do I want to convey?
- Where will I send my consumers?
- What action should they take once they are on my landing page?

With a clear strategy in place it's easy to tweak and refine a display campaign. You may find the campaign is delivering excellent traffic but converting poorly. The issue may be with the landing page, not the ad. Or, you may find few clicks but very relevant action from those consumers who do respond. This insight will provide you the information necessary to optimize your campaign and drive more value from your online marketing.

About BDX

Builders Digital Experience is a one stop shop for digital marketing solutions. In addition to the leading new home listing websites, BDX offers banner advertising solutions to help increase your exposure. For more information visit www.theBDX.com.

CAMPAIGN SUCCESS

Good creative is more important than ad position

Clicks are proportional to impressions served – even small campaigns can be successful

Performance is predictable and constant – after the first week you will have a strong idea of how your ad will perform over time

Include details in your ad – community specifics, pricing will attract visitor attention

Have a relevant landing page ready once a consumer clicks on your ad.

