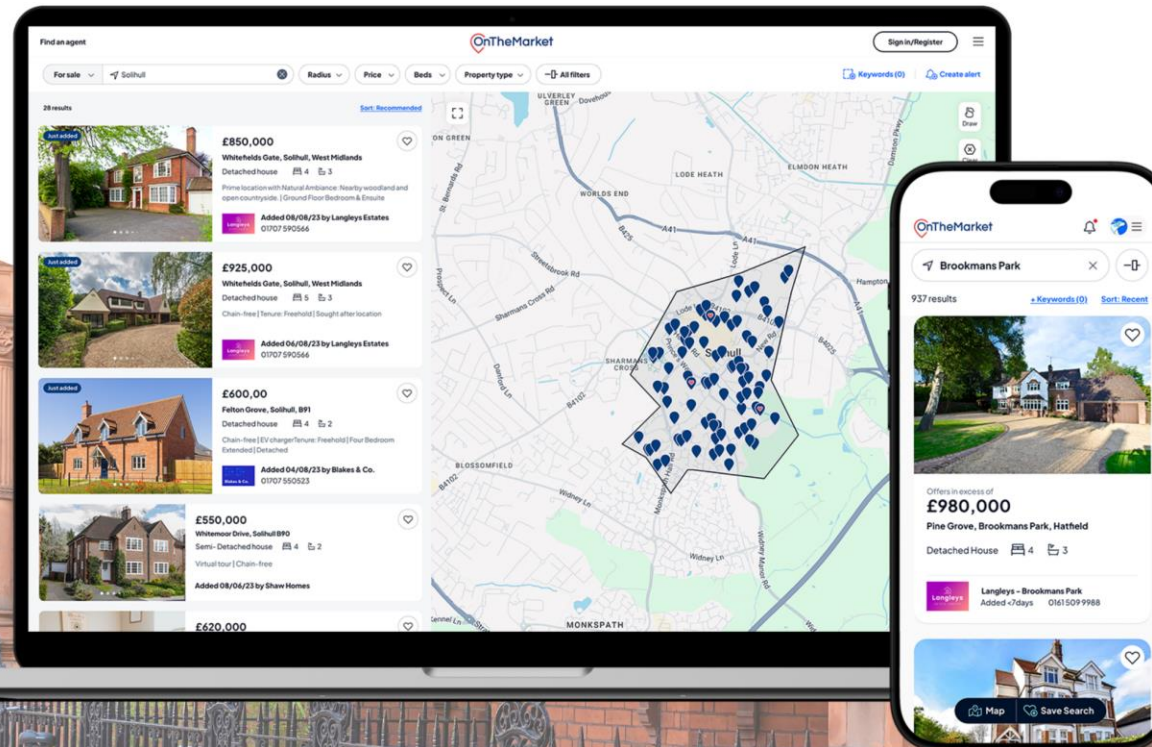




In-Market Ads Agent Guide

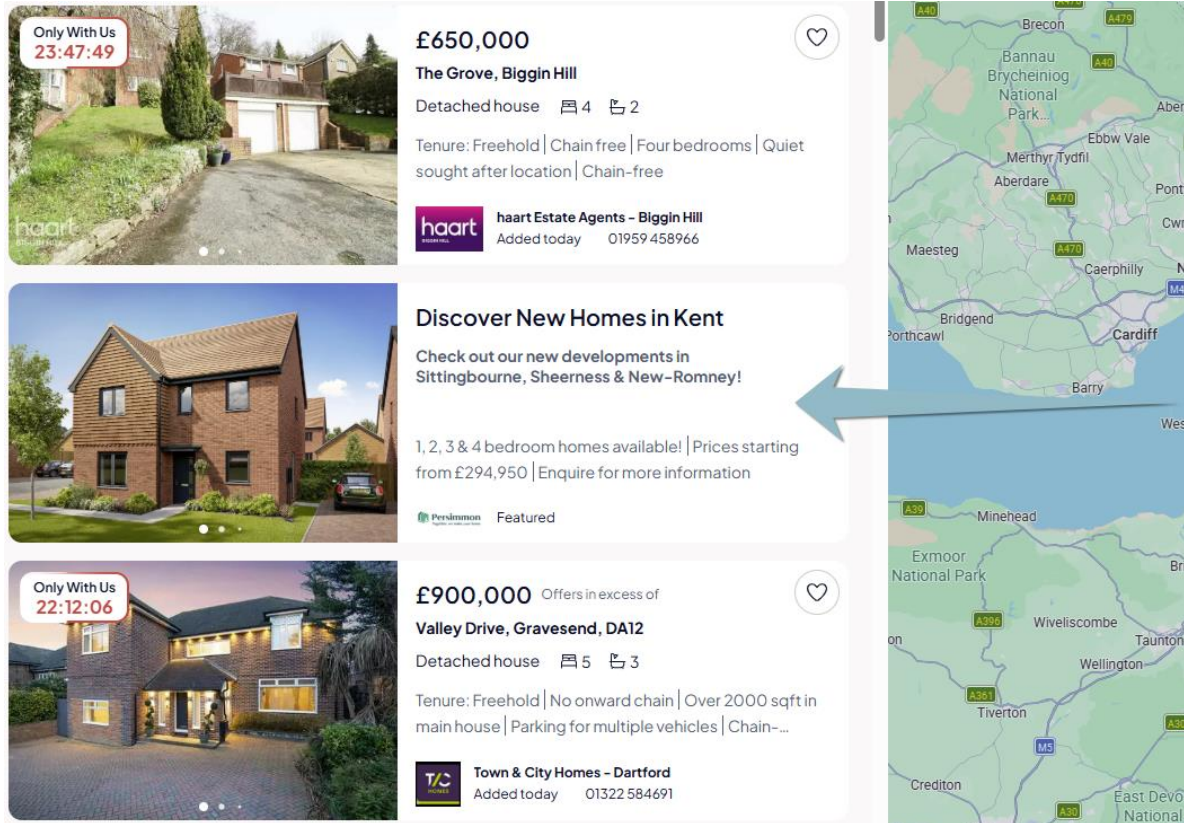


Content

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- How to access In-Market Ad Administrator
- Creating your In-Market Ad
- Publishing your In-Market Ad

This guide is designed to help you with the implementation of In-Market properties

In-Market Ads appear within your chosen search results. It showcases a listing of your choice, amongst other property listings. When users click on the advertisement, they will be re-directed to the development website, or a webpage of your choice. You may change the advertisement as often as needed, allowing you to promote a variety of listings with up to three USPs each.



The image shows a screenshot of a real estate search results page. On the left, there are three property listings. The top listing is for 'The Grove, Biggin Hill' priced at £650,000, featuring a detached house with 4 bedrooms and 2 bathrooms. The middle listing is an advertisement for 'Discover New Homes in Kent' by Persimmon, offering 1, 2, 3, and 4 bedroom homes starting from £294,950. The bottom listing is for 'Valley Drive, Gravesend, DA12' priced at £900,000, featuring a detached house with 5 bedrooms and 3 bathrooms. On the right, there is a map showing the location of the properties. A blue arrow points from the 'Discover New Homes in Kent' advertisement to the map.

Only With Us 23:47:49

£650,000

The Grove, Biggin Hill

Detached house 4 2

Tenure: Freehold | Chain free | Four bedrooms | Quiet sought after location | Chain-free

haart haart Estate Agents - Biggin Hill
Added today 01959 458966

Discover New Homes in Kent

Check out our new developments in Sittingbourne, Sheerness & New-Romney!

1, 2, 3 & 4 bedroom homes available! | Prices starting from £294,950 | Enquire for more information

Persimmon Featured

Only With Us 22:12:06

£900,000 Offers in excess of

Valley Drive, Gravesend, DA12

Detached house 5 3

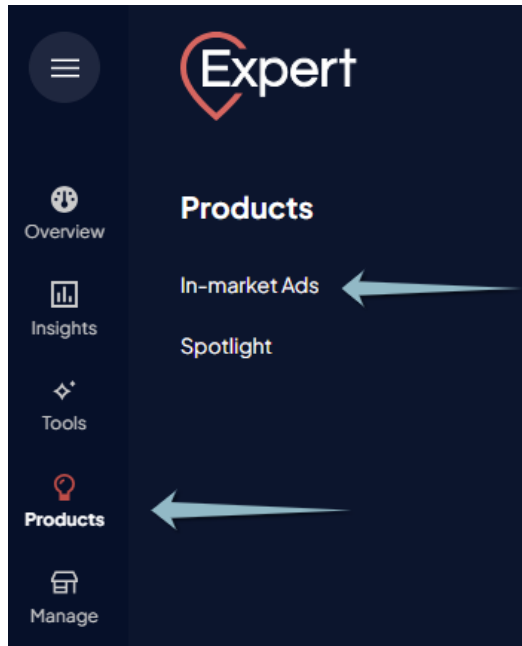
Tenure: Freehold | No onward chain | Over 2000 sqft in main house | Parking for multiple vehicles | Chain-...

TCS Town & City Homes - Dartford
Added today 01322 584691

Accessing the In-Market Ad administration system

Login to OnTheMarket Expert and select 'Products' from the left-hand side menu.
If you have multi-development or developer level access, you must first select a development.

Click 'In-Market Ads'



Creating your In-Market Ad

Begin by clicking '+' on the top-right corner. Then, begin completing the form.

Ad name: <input type="text"/>	➔	Internal reference. This will not be shown on the website.
Strapline: <input type="text" value="30 characters max"/>	➔	The main text in the advertisement. 29 characters max
Body text: <input type="text" value="100 characters max"/>	➔	A short description. 100 characters max
Key selling point 1: <input type="text" value="50 characters max"/>	➔	Up to three can be added. These will display as bullet points on the advertisement.
Key selling point 2: <input type="text" value="50 characters max (optional)"/>		
Key selling point 3: <input type="text" value="50 characters max (optional)"/> Count: 0		
Link URL: <input type="text"/>	➔	Input the URL link of where you want the advertisement to direct to when users click on it.
Locations: <input type="text"/> Optional - Leave blank to apply the same advert to all locations	➔	Optional - Choose which purchased location you'd like the advertisement to apply to. Leave this blank to apply the advertisement to all purchased search terms.
Channel: <input type="text" value="Sales"/>		
Image: <input type="text"/> <input type="button" value="Upload"/> <input type="button" value="Manage"/> (480x320, 250kb max)	➔	Upload the advertisement image by clicking 'Upload'. Multiple images can be uploaded. Once all images are uploaded, and if you'd like to arrange them, click 'Manage'. All images must be 480x320 (pixels), and less than 250kb. Any resizing needs to be completed before loading.
Randomly order images: <input type="checkbox"/>		

Once completed, click on the 'Save In-Market Ad' button at the bottom of the page.

Publishing your In-Market Ad

Once the advertisement is created, you will be returned to the list page. Here, all the advertisements can be viewed and managed.

When you're ready to set the advertisement live, click 'Publish' on the advertisement. In-Market Ads will then show in position 5, and 17 on the website search results. Limited to one development per search term.

If you have multiple advertisements created, you can choose which one to publish and change as you wish. If they are under different locations, they can all be published together.