

Email campaigns

Email campaigns at OnTheMarket allow you to target property seekers in different ways based on their preferences. It is a great channel to increase engagement and reach an already engaged audience.

Why send an email campaign with OnTheMarket?

- Property seekers come to OnTheMarket to find Only With Us properties
- Our database is new, fresh and stocked with 'in-market' buyers
- Reach 'in-market' buyers through either targeted or regional email campaigns



What campaigns do we offer?

- National - use our full UK database or a bespoke data set
- Regional - send tailored emails to a specific region
- Follow up - retarget recipients that opened and interacted with your initial regional or national campaign
- Targeted - send tailored emails to people searching in specific postcodes with specific budgets
- Remail - send a follow up email within a month of the initial targeted campaign