

# Property alert banners

A Property alert banner campaign gives you the benefit of showcasing your brand and message to a valuable audience of property-seekers who are searching in your local area and have registered to receive property alerts from OnTheMarket when new relevant properties come onto the portal.

## Features

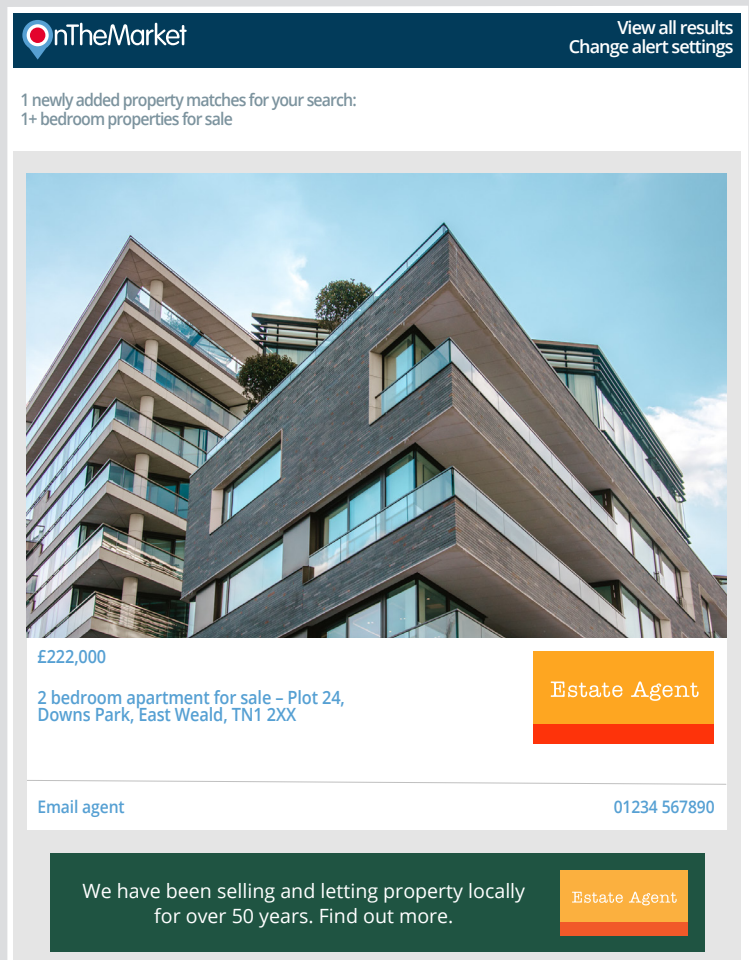
Your banner will appear on emails sent to OnTheMarket customers who have asked that we alert them to new properties. It is a highly targeted audience.

These individuals are active property-seekers and the property alerts provide a great opportunity for you to put your brand in front of them. Those at the start of their journey may not have instructed an agent.

The banner can be changed monthly to keep your message fresh.




Only one banner will appear on each email to ensure focused exposure of your brand and offering.

It is possible to buy all available banners and dominate an area - again, great for those agents without a high street presence in a particular town or village. Are there any areas where you are looking to increase your market share or local awareness?



The screenshot shows an email alert banner from OnTheMarket. At the top, it says "1 newly added property matches for your search: 1+ bedroom properties for sale". Below this is a large image of a modern apartment building. Underneath the image, the price is listed as "£222,000" and the property description is "2 bedroom apartment for sale - Plot 24, Downs Park, East Weald, TN1 2XX". To the right of the description is an orange button labeled "Estate Agent". Below the property details is a link "Email agent" and the phone number "01234 567890". At the bottom of the banner, there is a dark green box with the text "We have been selling and letting property locally for over 50 years. Find out more." and another orange button labeled "Estate Agent".

## How do they work?

-  You can choose how many email alerts you would like your brand to appear on each month (in multiples of 1,000). It is a monthly contract for an initial minimum period of three months.
-  Banner creatives should be provided in the following size:
  - Email: 575(w) x 102(h) pixels in JPEG format and no larger than 64kb
-  Separate banners may be provided for each branch and for sales and lettings.