



How to

SETUP YOUR NEW HOME FEED BANNER NETWORK

In just five minutes you can show a whole new audience your homes for sale. Just follow these simple steps:

STEP 1

Sign Up for New Home Feed

STEP 2

Go to "Manage My Listings" then add your communities, plans & homes

STEP 3

Once complete, click "Send to Network" tab

STEP 4

Select the "New Home Feed Banner Ad Network" tab

STEP 5

Click "View Pricing and Get Started" (a pricing matrix is at the end of this document)

STEP 6

Click "Create Your Banners"

How to Create Your Banners

The New Home Feed Banner Network creates banners from communities. This means each banner will contain however many communities you would like to assign to that banner. To assign communities to a banner, simply drag and drop your community(s), plan(s), and inventory, on to the New Home Feed Banner Network (from left to right) as shown below in the listing assignments tool.





When finished assigning communities to a banner, select your maximum spend. The CPM is \$10 (meaning \$10 for 1,000 impressions).

Enter special instructions. In this section you can request multiple banners, or you can request multiple campaigns. The default setting is one banner per campaign, at \$10 CPM. The banner will appear in a 50 mile radius of included communities, and will include retargeting. Advanced customization options include targeting by demographic like education level, income, or a different geographic radius. Any special instructions or requests should be included in the "Enter Your Instructions" box.

When you complete this process, click the "Launch Your Banners" button. This alerts the team to the request. You will be contacted to provide final approval.

Note: The customer service team can help customers interested in creating multiple banners under a single campaign. Call [415-836-6760](tel:415-836-6760) or email info@newhomefeed.com for assistance.

Monthly Spend	CPM	Impressions	Projected Clicks Based on 0.3% CTR
\$1,000.00	\$10.00	100,000	300
\$1,250.00	\$10.00	125,000	375
\$1,500.00	\$10.00	150,000	450
\$1,750.00	\$10.00	175,000	525
\$2,000.00	\$10.00	200,000	600
\$2,250.00	\$10.00	225,000	675
\$2,500.00	\$10.00	250,000	750
\$2,750.00	\$10.00	275,000	825
\$3,000.00	\$10.00	300,000	900
\$4,000.00	\$10.00	400,000	1,200

