

## Social Boost

Put your listing in front of buyers who are actively searching for property.



\*Starting price applies to Social Boost Launch All package and is inclusive of GST. Eligibility criteria apply.

# Turn any listing into a high-impact campaign

Domain's Social Boost has been built to make your listings work harder. We handle the campaign setup, creative, and optimisation - you get more eyes on your property.



## Multi-channel reach

Be seen across Facebook, Instagram, Google, and Search<sup>1</sup> with social video<sup>2</sup> and display creative built for performance



## Smarter targeting

Our campaigns are designed to drive action, not just clicks



## Campaign Push<sup>3</sup>

Re-engage buyer attention mid-campaign with an Inspection or Auction push



## Enhanced Reporting

Share with your vendors and see transparent reporting that shows impressions, clicks, and campaign performance



## Agent Branding

Build your brand with every listing



## Sold Push<sup>4</sup>

Brand exposure after every sale to showcase your success

## How Social Boost delivers results

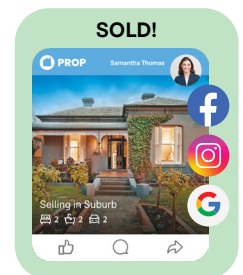
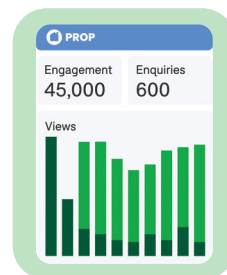
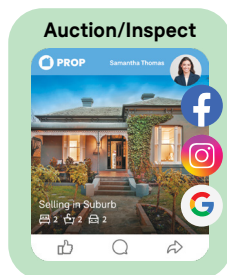
Your listing goes live across multiple channels, automated with professional creative. From live to sold<sup>5</sup>, Social Boost handles each step of the digital campaign for you.

### Launch Campaign

### Auction or Inspection Push

### Track Results

### Sold Push



<sup>1</sup>Channels vary per package tier. <sup>2</sup>Social videos are created for all Social Boost listings except within the Social Boost Launch package.

<sup>3</sup>Available on only Social Boost Accelerator & Ultimate Packages. <sup>4</sup>Available to all packages except Social Boost Launch.

<sup>5</sup>Auction, Inspection and Sold Push alerts vary per package.

# Targeting designed to drive action, not just clicks

Domain finds buyers actively searching, clicking and engaging with properties.



**With millions of monthly visitors**  
We know who's house hunting



## Use Domain's first-party data

Reach buyers already searching for properties like yours



## Right place, right time

Reach buyers across Meta and Google<sup>1</sup>, using real-time search and browsing signals to connect when they're ready to act



## Optimised for enquiries

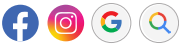








Campaigns are built to prioritise buyers most likely to enquire, not just click<sup>2</sup>



## Local buyer priority

We target buyers actively searching in your suburb and surrounding areas

## Social Boost packages<sup>\*</sup>

Ultimate	Accelerator	Plus	Launch
Premium listings; Maximum market coverage	Auction campaigns; High-interest or high-value listings	Mid-range listings in competitive suburbs	Lower-priced or entry-level listings; Basic digital presence
<b>1,800</b> Est Clicks <sup>^</sup>	<b>650</b> Est Clicks <sup>^</sup>	<b>450</b> Est Clicks <sup>^</sup>	<b>150</b> Est Clicks <sup>^</sup>
<b>140,000</b> Est Impressions <sup>^</sup>	<b>45,000</b> Est Impressions <sup>^</sup>	<b>18,000</b> Est Impressions <sup>^</sup>	<b>4,000</b> Est Impressions <sup>^</sup>
<b>1.8x</b> Est Uplift <sup>^</sup>	<b>1.3x</b> Est Uplift <sup>^</sup>	<b>1.2x</b> Est Uplift <sup>^</sup>	<b>1.1x</b> Est Uplift <sup>^</sup>
			
<b>14, 21 or 28 days</b> Duration	<b>14 or 21 days</b> Duration	<b>7 or 14 days</b> Duration	<b>7 days</b> Duration
 Auction or Inspection Push	 Auction or Inspection Push	N/A	N/A
 Sold Push	 Sold Push	 Sold Push	N/A
<b>Image + Video</b>	<b>Image + Video</b>	<b>Image + Video</b>	<b>Image only</b>
<b>\$1,199</b> Contract Price	<b>\$449</b> Contract Price	<b>\$299</b> Contract Price	<b>\$99</b> Contract Price
<b>\$2,100</b> Casual Price	<b>\$785</b> Casual Price	<b>\$525</b> Casual Price	<b>\$175</b> Casual Price

<sup>\*</sup>All pricing is per listing and includes GST. Available on select listing types only. Eligibility criteria apply. <sup>^</sup>Social Boost performance metrics are estimates only, based on historical Audience Boost and AIM performance data. Actual results may vary depending on factors such as seasonality, property type, market conditions, audience behaviour, and listing content. Past performance is not a reliable indicator or guarantee of future results (View uplift is compared to views on Platinum Edge listings). <sup>1</sup>Channels vary per Social Boost package. <sup>2</sup>Optimised on Accelerator and Ultimate Social Boost Packages only.

# Domain

More reach, more results with

## Social Boost

Speak to your account partner about  
**Social Boost today.**

