



Domain
Gold
Listing

Domain

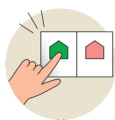
Gold Listing

Get your property in front of more serious buyers with Domain's Gold Listing.



7.7 million people

a month on average visit Domain.¹



1.2 million people

a month on average aren't using our nearest competitor.²



1.5x more views

with a Gold listing vs. a Branded listing.³



1.2x more enquiries

with a Gold listing vs. a Branded listing.⁴

Get more with a Gold Listing

✔ More visibility

A large listing will help you stand out from the crowd with the #2 ranked subscription product in the search results.*

✔ More exposure

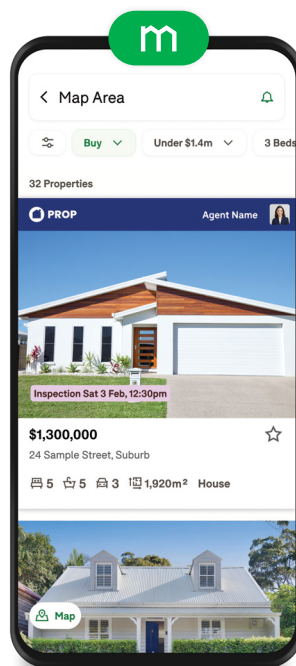
Get even more eyes on your property with your listing is automatically promoted across Google and Facebook for 3 days.[^]

✔ More ways to access our audience

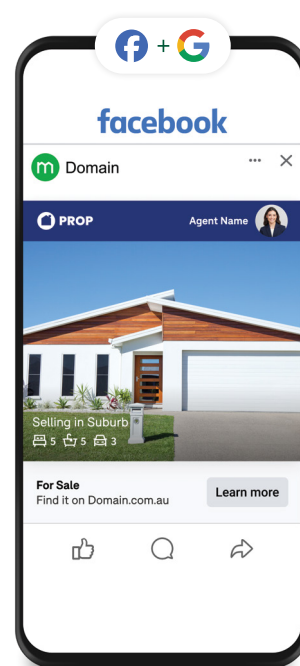
Connect with our engaged audience and send a standard eBrochure during your campaign.

✔ More focus on your property

Domain has removed junk ads from the home and listing page, so buyers stay focused on what matters most: your home.



Gold listing



Automatically on social

*Based on subscription ranking only, excludes Top Spot.

[^]Only applicable on residential sale listings. Not applicable on rental listings or listings for residential land, vacant land, rural land, house and land estates, development opportunities, new developments, business or commercial properties. The campaign duration displayed is the total duration across the platforms advertised; campaign duration on each individual platform may vary.

Source: 1. Ipsos iris Online Audience Measurement Service, Sept 25 to Feb 26 average, Age 14+, PC/laptop/smartphone/tablet, Text only, Homes & Property Category, Domain Brand Group, Audience (000s). 2. Ipsos iris Online Audience Measurement Service Sept 25 to Feb 26 average, Age 14+, PC/laptop/smartphone/tablet, Text only, Homes & Property Category, Domain Brand Group, Realstate.com.au Brand Group, Exclusive Audience (000s). 3. Residential Sale listings only, sourced via internal Domain Group data, average uplift compares Total Views per Sale Gold Listing vs Total Views per Sale Branded Listing, Mar 25 - Feb 26. Future performance is not guaranteed. 4. Residential Sale listings only, sourced via internal Domain Group data, average uplift compares Total Enquiry per Sale Gold Listing vs Total Enquiry per Sale Branded Listing, Mar 25 - Feb 26. Future performance is not guaranteed.