

Domain

# Silver Listing

The essential upgrade for those  
looking to elevate their property



## Take a big first step towards standing out in the search results.

A Domain Silver listing helps you towards greater exposure and engagement.

### Improved search position

With about 3 in 5 South Australians not going past the first page of search results,<sup>1</sup> you'll be seen ahead of over two thirds of the listings in SA and give your listing a better chance to get on page one.<sup>2</sup>

### Greater exposure

**82% more listing views** for Silver compared to a Basic listing.<sup>3</sup>

### Greater engagement

**51% more enquiries** for Silver compared with a Basic listing.<sup>3</sup>

### What does this mean?

More eyes on your listing and more interest creates competition, helping you sell for a better price.



### Third highest ranked product

in your suburb and region.<sup>4</sup>



### Large listing card

to attract more attention.



### Big images

to showcase your property's features.

Tap into **additional solutions** to extend your reach and give your property the edge in your market.<sup>5</sup>



### Domain Extend

Drive property seekers to your listing by combining Domain's search insights with Google, YouTube and Nine's digital audience.



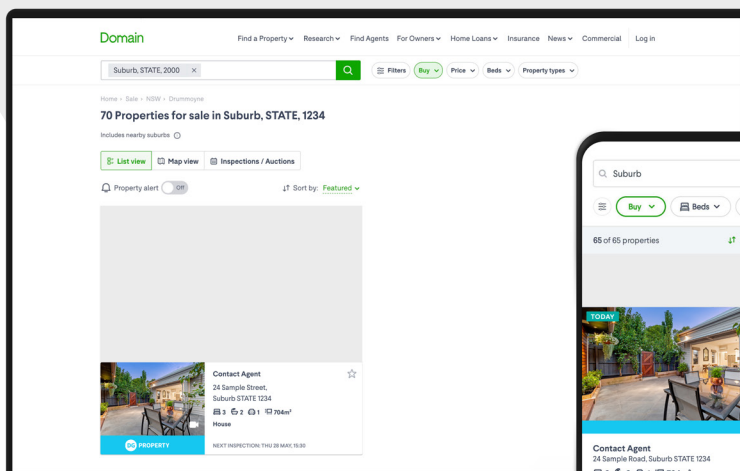
### Social Boost

Leverage Domain's data with Facebook's expansive reach to uncover and target active property seekers within your suburb.

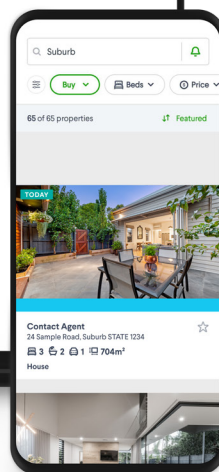


### Dream Homes

Put your home in the spotlight across Domain, Nine and 9News.



Silver listing on your computer



Silver listing on your phone

Get your property in front of the  
**517,000**  
South Australians on Domain each month.<sup>6</sup>

**Give your property a better opportunity to be seen by the right people at the right time.**  
Speak with your agent about a Domain Silver listing to help sell your property today.

**Domain.com.au**

Sources: 1. Domain internal data, interactions with search results in 3-month period as of 29 Jun21 for sale listings in SA, 56% share of all searches when people don't go past page 1 of the search results; 2. Domain internal data, 32% share of all SA sale Basic and Branded listings in Apr20-Mar21; 3. Domain internal data, Apr20-Mar21, SA; 4. Third highest position when compared to a Branded or Basic Subscription listing. Excludes Top Spot; 5. Additional fees may apply; 6. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending March 2021, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings March 2021, Domain audience based on Domain Digital & Print (Domain Magazines in the SMH, The Age & AFR, Prestige & Domain Review). Data for SA