

Domain

# Gold Listing

Maximise your budget with this high performance upgrade



## Get serious with marketing your property.

Drive greater exposure, engagement and performance and put yourself in a great selling position with a Domain Gold listing.

### Higher search position

With over half of Western Australians not going past the first page of search results,<sup>1</sup> you'll be seen ahead of over 80% of the listings in WA and give your listing a better chance to get on page one.<sup>2</sup>

### Higher exposure

Gold listings have seen a **41% year on year increase in views** per listing.<sup>3</sup>

### Higher engagement

Gold listings have seen a **96% year on year increase in enquiries** per 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.



### Second highest ranked listing

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



### Larger listing card

for greater prominence.



### Larger images

to highlight your property's best 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.



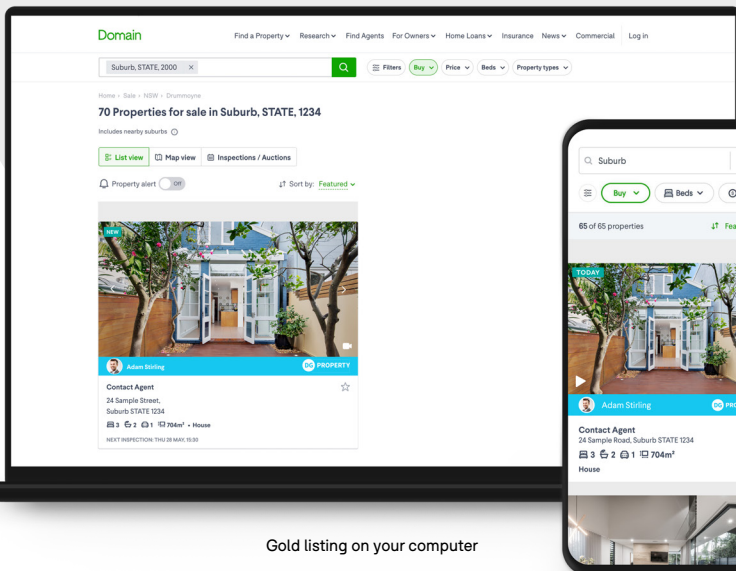
### Social Boost

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, WAtoday and Nine.



Gold listing on your computer

Gold listing on your phone

Get your property  
in front of the  
**700,000**

Western 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 Gold listing to help sell your property today.

**Domain.com.au**

Source: 1. Domain internal data, interactions with search results in 3-month period as of 29 Jun21 for sale listings in WA, 54% share of all searches when people don't go past page 1 of the search results; 2. Domain internal data, 16% share of all WA sale Basic, Branded and Silver listings in Apr20-Mar21; 3. Domain internal data, Apr20-Mar21, WA 4. Second highest position when compared to a Silver, 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 WA