

Domain

# Platinum Listing

The premium listing for the highest exposure and maximum impact





## Deliver the very best for your property.

Whether it's standing out in a competitive market, maximising your reach or tapping into our extended media audience, a Domain Platinum listing's benefits are far-reaching.

### Leading search position\*

With over half of Western Australians not going past the first page of search results, give your listing the best chance to get on page one.<sup>1</sup>

### Highest exposure

**Over triple the listing views** for Platinum compared to a Basic listing.<sup>2</sup>

### Greatest engagement

**Over double the enquiries** for Platinum compared to a Basic listing.<sup>2</sup>

### Best performance

An average of **24% less time in market** for Platinum compared with a Basic listing.<sup>2</sup>

### What does this mean?

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



#### Rank above

all other listing types in your suburb and region.\*



#### Complimentary refresh

each week to ensure your listing is always top of mind.



#### Largest listing card available

to stand out from the crowd.



#### Unlimited large images

to highlight all your property has to offer.



#### Complimentary eBrochure

connects you with Domain's engaged audience.

Tap into **additional solutions** to extend your reach and give your property the edge in your market.<sup>3</sup>



#### Domain Extend

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



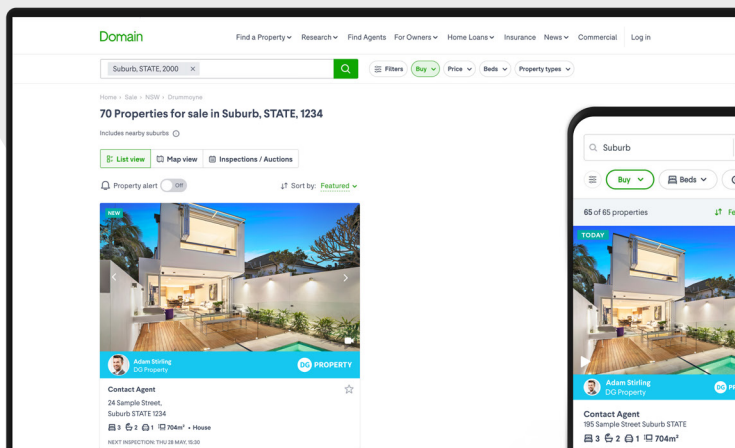
#### Social Boost

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

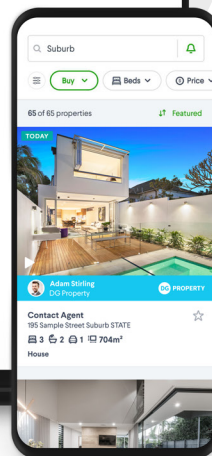


#### Dream Homes

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



Platinum listing on your computer



Platinum listing on your phone

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

Western Australians  
on Domain  
each month.<sup>4</sup>

**Give your property the best opportunity to be seen and sold on Domain.**  
Speak with your agent about a Domain Platinum listing today.

**Domain.com.au**

Source: \* Highest position when compared to a Gold, Silver, Branded or Basic Subscription listing. Excludes Top Spot; 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, Apr20-Mar21, WA; 3. Additional fees may apply; 4. 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