

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 over half of Western Australians not going past the first page of search results,¹ you'll be seen ahead of about three quarters of the listings in WA and give your listing a better chance to get on page one.²

Greater exposure

Silver listings have seen a **32% year on year increase in views** per listing.³

Greater engagement

Silver listings have seen a **75% year on year increase in enquiries** per listing.³

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.⁴



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.⁵



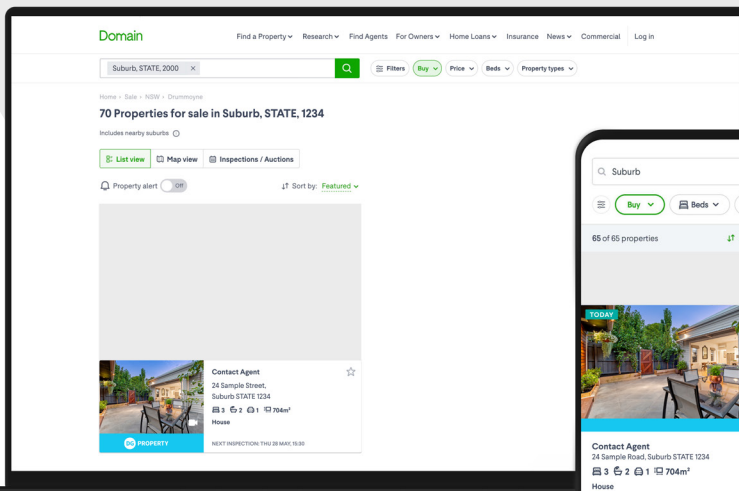
Domain Extend
Drive property seekers to your listing by combining Domain's search insights with Google, YouTube and Nine's digital audience.



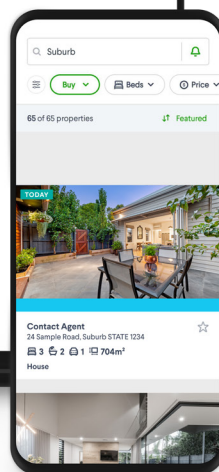
Social Boost
Leverage Domain's data with Facebook's expansive reach to uncover and target active property seekers within your suburb.



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



Silver listing on your computer



Silver listing on your phone

Get your property
in front of the
700,000
Western Australians
on Domain
each month.⁶

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

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, 27% share of all WA sale Basic and Branded listings in Apr20-Mar21; 3. Domain internal data, Apr20-Mar21, WA; 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 WA