

Why sell with Domain?

**Reach millions of
property seekers
searching on
Domain**

Our audience is growing with a digital
and print monthly audience of

9.4m Australians¹

Take advantage of this increasing
number of eyes and put your property
in front of them.



Domain

Reach a growing and more connected audience



8.7m

Nationally, Domain reached a record number of Australians in March 2021 - that's up 24% from the beginning of the year.²



19.2m

launches of the Domain App in March 2021. With app launches in January - March 2021 up 65% year-on-year.³



54%

of Domain app users do not use the nearest competitor's property app.⁴

Tap into Domain's quality audience in NSW



3.6m

people in New South Wales are looking on Domain and reading Domain Magazine.⁵ Why not make sure they'll see your home?



46%

of Domain's audience in NSW are social grade AB.⁵ This means they are highly likely to be a qualified buyer - that's what you want when selling!



1 in 5

of Domain's audience in NSW are serious home buyers. That's over six hundred thousand seekers actively looking for a home to buy right now on Domain.⁵

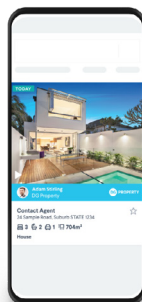
Platinum, our highest performing digital listing.

Platinum listings receive the highest position in search results.* About 3-in-5 Domain website searches in NSW in the past 12 months don't go past the 1st page.⁶

A Platinum listing in NSW helps you get:

- **3.5x more views⁷**
- **4.8x more enquiries⁸**
- **Sell on average 58% faster⁹**

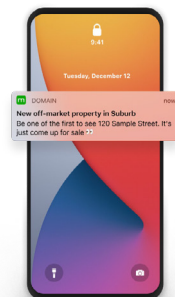
Give your property the best opportunity to be seen and sold on Domain.



Build early interest and demand for your property, even before it's listed.

Reach some of the most high-intent buyers in the marketplace, even before your property is listed. Domain now gives high-intent buyers early access to your home via off-market property alerts.

Get an early, competitive edge with Early Access



Source: 1. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending Mar 21, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Mar 21, Domain audience based on Domain (digital) & Print (Domain Magazines in the SMH, The Age & AFR, Prestige & Domain Review). Data for National: 2. Nielsen Digital Media Ratings, Monthly Tagged, Jan-Mar 2021, P2+, Digital (C/M), Text, Domain, Unique Audience; 3. Nielsen Digital Media Ratings, Monthly Tagged, Jan-Mar 2021, P2+, Digital (C/M), Text, Domain, Average Monthly App launches; Nielsen Digital Content Ratings, Monthly Tagged, Jan-Mar 2020, P2+, Digital (C/M), Text, Domain, Average Monthly App launches; 4. Domain app audience who do not use our closest competitor App, iPhone and Android phone average, App Annie, Avg of Apr 20 - Mar 21, Australia; 5. emmaCMV™ conducted by Ipsos Australia, People 14+ for the 12 months ending Mar 21, P14+ Nielsen Digital Panel data calibrated to Digital Content Ratings Mar 21, Domain (digital) & Print (Domain Magazines in the SMH, The Age & AFR, Prestige & Domain Review, Serious Home Buyers based on those who intend to buy a home in the N12M, Data for NSW; 6. Domain internal data. Website searches for NSW Sale listings in the 12 months to Jun 21. Other: Uplift compares metrics per Platinum Sale listing to metrics per Basic Sale listing in April'20-March'21. Data for NSW (7) Total Views. (8) Total Enquiries. (9) Average days on Domain for Sold listings only. *Excludes Top Spot.

Put your property in the spotlight

CRTV-1140
Domain.com.au