

# 3 WAYS REAL ESTATE AGENCIES CAN BENEFIT FROM IP TARGETING



## Targeted Messaging

### Target Closest 3,000 Homes to Listing

Instead of mailers after a listing and after a close, {Your Business Name} can help you send out “digital mailers” to homes in that immediate area



## Demographic Targeting

### Target Home & Apartment Renters

{Your Business Name} can utilize IP Targeting technologies to hit current residents based on data such as credit score, monthly rent, income, etc.



## Data-Driven Targeting

### Target Homes Based on Personal Data

Utilizing data such as such as how long they have been in a home, number of kids, credit, age, terms of loan, home equity, etc. to target customers.

