

Sotheby's International Realty®

NOTEWORTHY STATS

First Quarter 2019



Extraordinary Campaigns, Extraordinary Results.

The Sotheby's International Realty brand's innovative and exclusive marketing campaigns with our dynamic digital marketing partners continue to drive leads to our network.

Executive Summary

146,000,000

IMPRESSIONS

Q1 drove the highest volume of impressions, since Q4 2015

426,000

CLICKS

Q1 had the second largest volume of clickable paid clicks, when looking back as far as 2015 Q1

0.37%

CTR

Comparing to Q1 2018, the CTR increased by 60% YoY (0.20% vs 0.37%)

HIGHLIGHT: The highest driver of clicks was Juwai with 43% and Mansion Global with 17%.

Q1 Stats

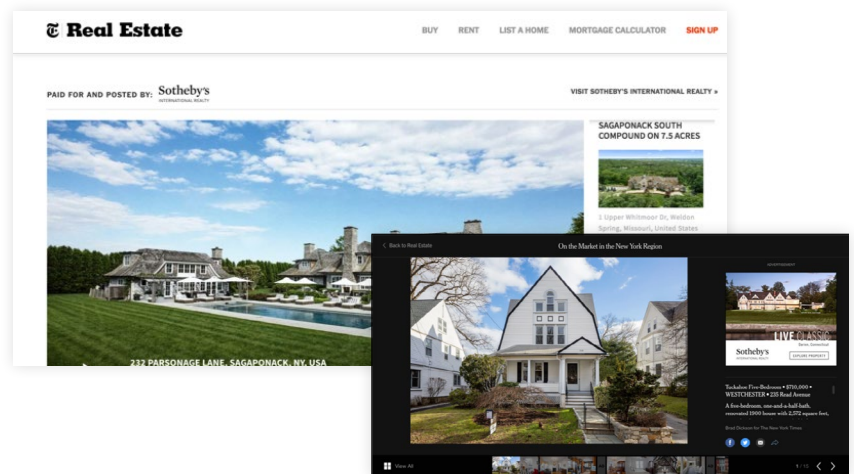
The New York Times

14,916,086
IMPRESSIONS

13,257
CLICKS

0.09%
CTR

2018 CTR benchmark range
0.05% - 0.24%



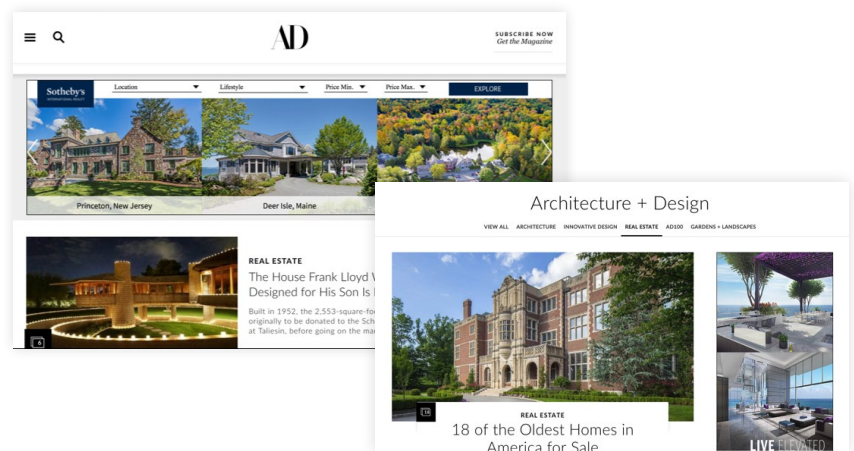
ARCHITECTURAL DIGEST

1,353,379
IMPRESSIONS

3,226
CLICKS

0.24%
CTR

2018 CTR benchmark range
0.10% - 0.36%



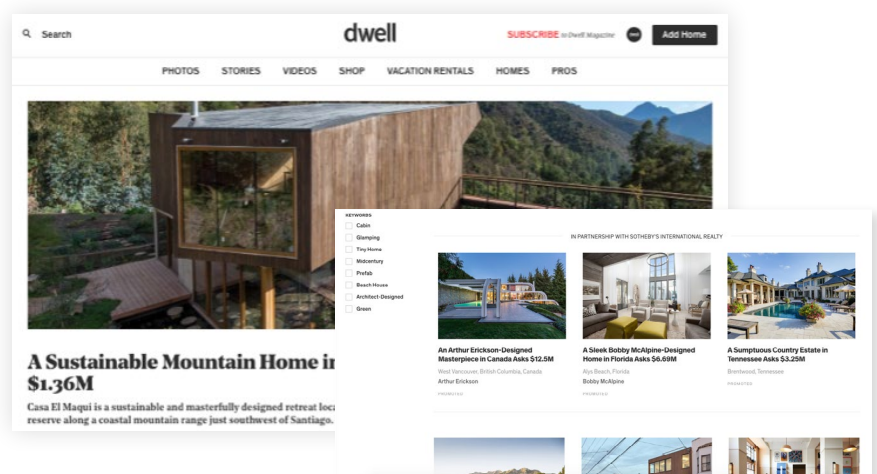
dwell

2,459,176
IMPRESSIONS

30,726
CLICKS

1.25%
CTR

2018 CTR benchmark range
0.56% - 1.79%



Q1 Stats

THE ECONOMIC TIMES

45,290,010

IMPRESSIONS

56,802

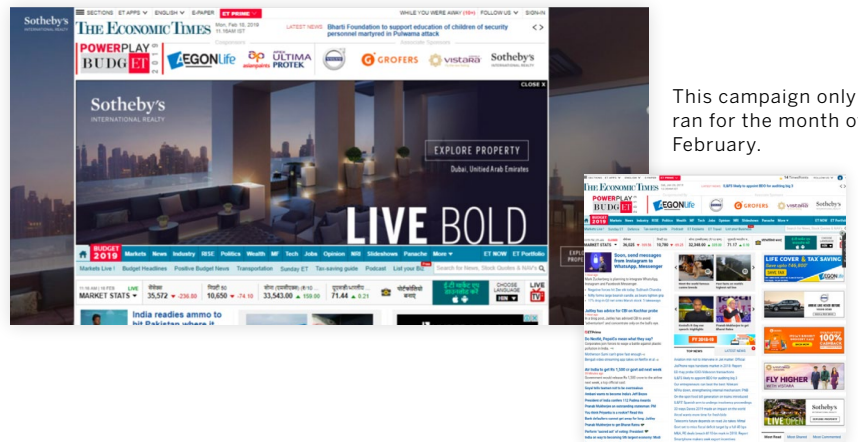
CLICKS

0.13%

CTR

2018 CTR benchmark range

0.18% - 0.32%



ELLE DECOR

ELLEvated Entertaining Article #1

5,371,984

IMPRESSIONS

3,198

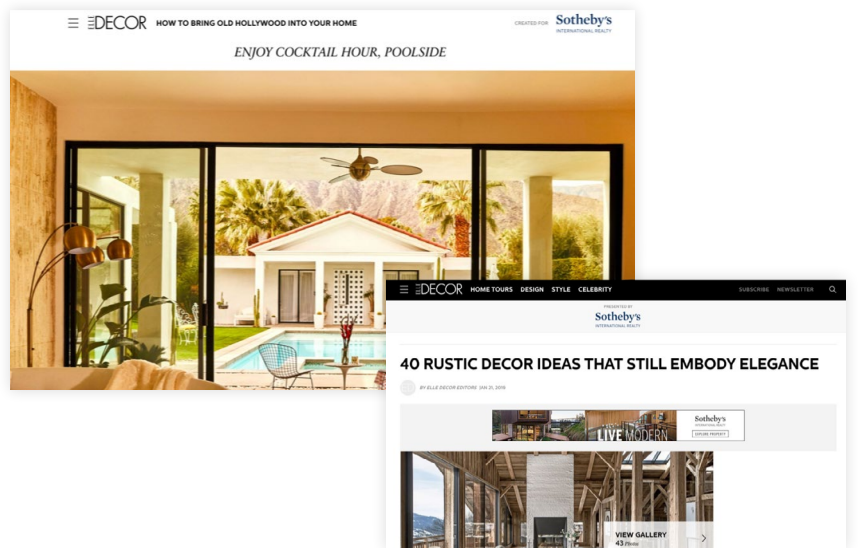
CLICKS

0.06%

CTR

2018 CTR benchmark range

0.04% - 0.20%



FINANCIAL TIMES

853,285

IMPRESSIONS

3,086

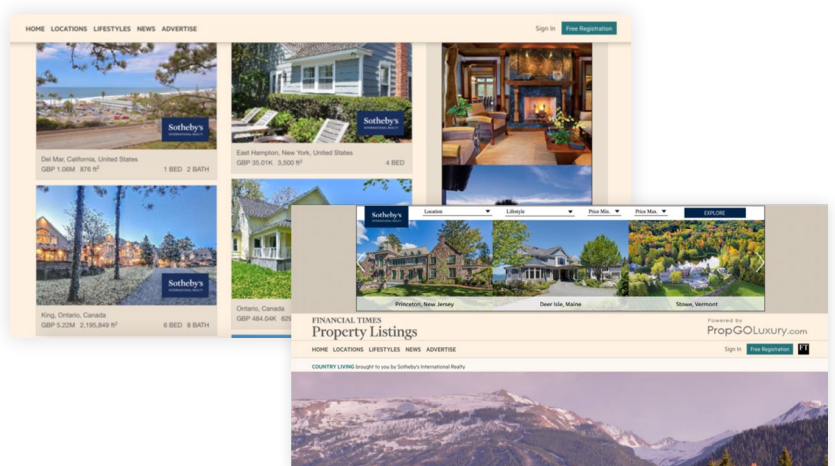
CLICKS

0.36%

CTR

2018 CTR benchmark range

0.33% - 0.70%



JamesEdition

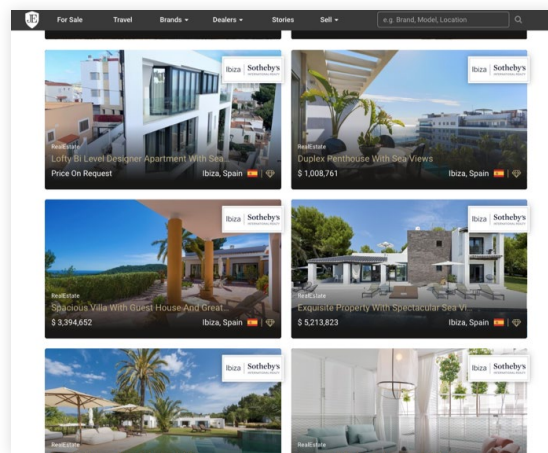
Overall James Edition had the strongest performance for the GPS unit with a CTR of 4.6%, 153% higher than the campaign average.

1,232,578
IMPRESSIONS

6,333
CLICKS

0.51%
CTR

2018 CTR benchmark range
0.08% - 0.19%



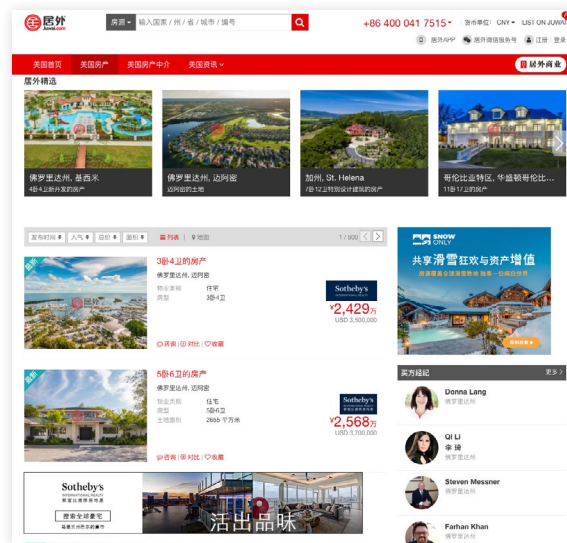
Juwai continues to reach an engaged audience, driving 43% of the total Q1 clicks.

8,492,010
IMPRESSIONS

111,967
CLICKS

1.32%
CTR

2018 CTR benchmark range
1.03% - 3.08%



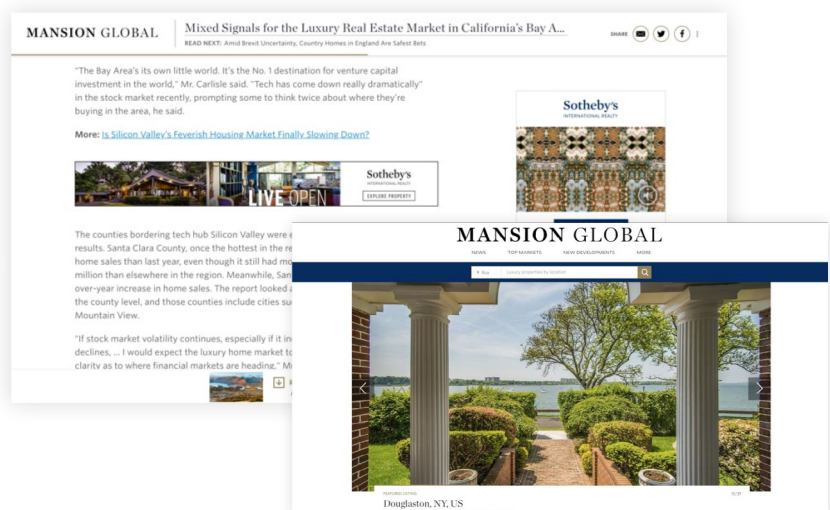
MANSION GLOBAL

7,751,668
IMPRESSIONS

70,300
CLICKS

0.91%
CTR

2018 CTR benchmark range
0.54% - 1.30%



NIKKEI

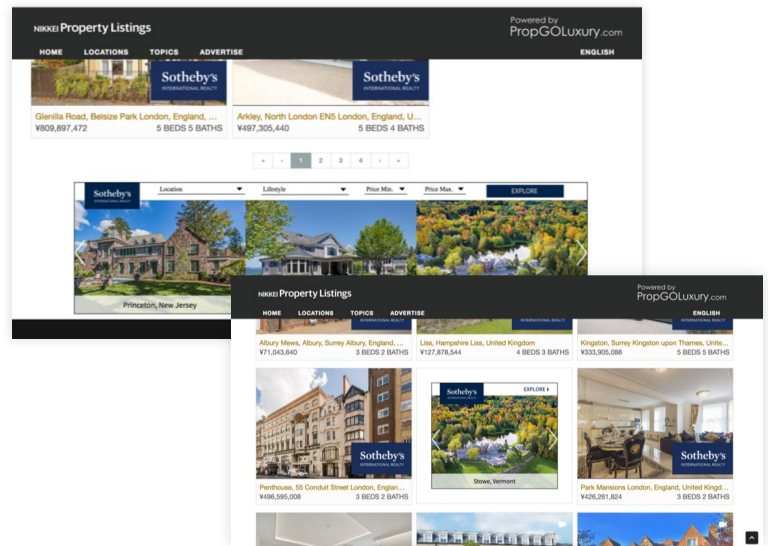
Overall James Edition had the strongest performance for the GPS unit with a CTR of 4.6%, 153% higher than the campaign average.

43,563,629
IMPRESSIONS

28,385
CLICKS

0.07%
CTR

2018 CTR benchmark range
0.01% - 0.12%



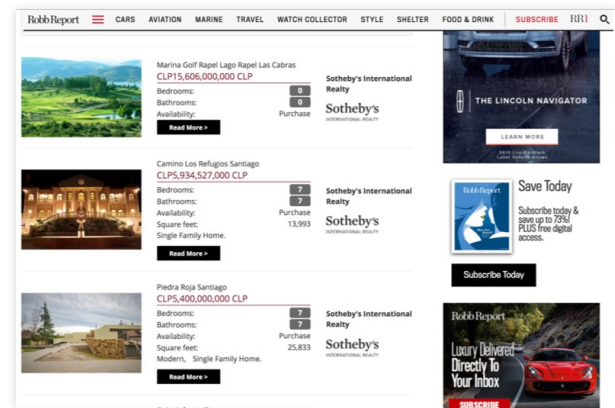
Robb Report

38,527
IMPRESSIONS

128
CLICKS

0.33%
CTR

2018 CTR benchmark range
0.20% - 0.31%



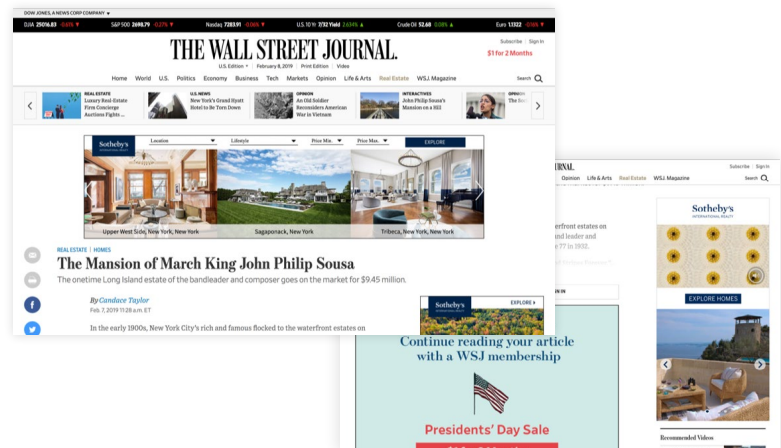
THE WALL STREET JOURNAL.

1,915,067
IMPRESSIONS

10,074
CLICKS

0.53%
CTR

2018 CTR benchmark range
0.07% - 0.12%





OVER

194k

CURRENT CHANNEL SUBSCRIBERS

8,322,988
WATCH TIME

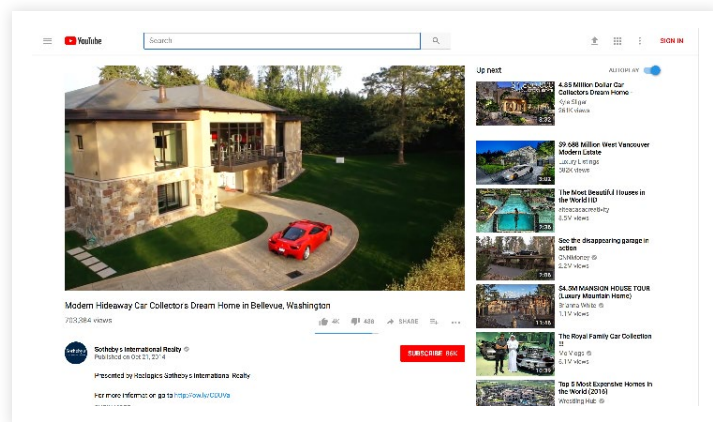
Watch Time in minutes
for Q1 of 2019

5,117,988
VIEWS

119,374,494
LIFETIME CHANNEL

Watch time

88,253
VIDEO LIKES



sothebysrealty.com

7,689,412
VISITS

31,809,593
PAGE VIEWS

TOP 5

REFERRING SOURCES

Facebook, YouTube, Pinterest, Zillow, Mansion Global

TRAFFIC DRIVING

TOP 5

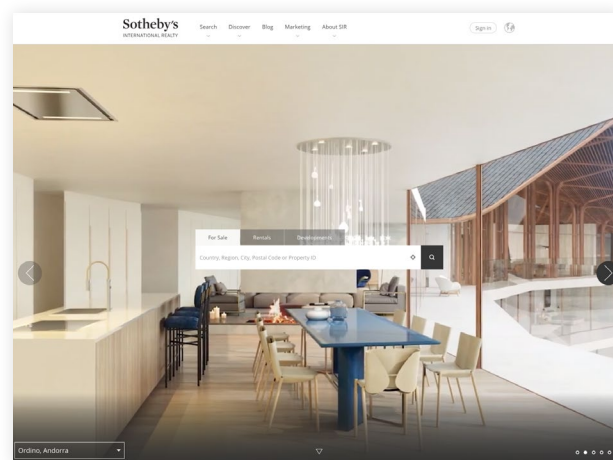
COUNTRIES

US, India, Canada, UK, Italy

TOP 5

CITIES OUTSIDE THE US

London, Toronto, Indore,
Patna, Jaipur



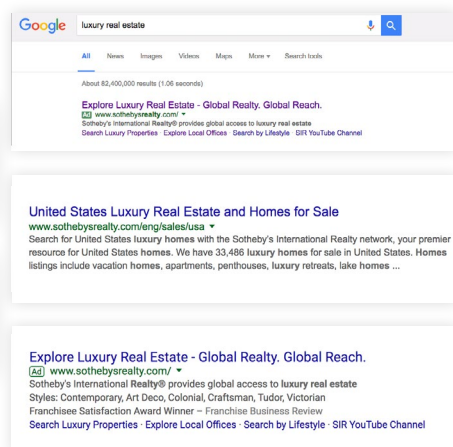
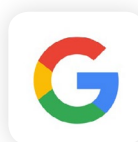
SEM

Search Engine Marketing

In Q1 2019 our paid search
campaigns received over
242,000,000
IMPRESSIONS

These efforts this quarter
have resulted in
21,300
CONVERSIONS

Our campaigns has driven clicks
to sothebysrealty.com of over
4,120,000
CLICKS





TOP THREE FB POSTS Q1

(pictured from left to right)

Auckland, New Zealand

Brand Exceeds \$112 Billion

Southampton, New York

89,531
LIKES AT THE END OF Q1

Sotheby's International Realty Affiliates
Published by Hootsuite [?] · March 8 · 🌐
Extraordinary Property of the Day: Majestic Cliff-Top Marvel in Auckland
New Zealand <https://s.sir.com/2XyPeUf>



72 COUNTRIES
AND TERRITORIES

Sotheby's International Realty Affiliates
Published by Hootsuite [?] · March 6 · 🌐
Extraordinary Property of the Day: Elegant Sophisticated Residence in
Southampton, New York <https://s.sir.com/2tOcakJ>



1,140,462
IMPRESSIONS IN Q1 2019



THE
@SOTHEBYSREALTY
INSTAGRAM ACCOUNT
NOW HAS OVER

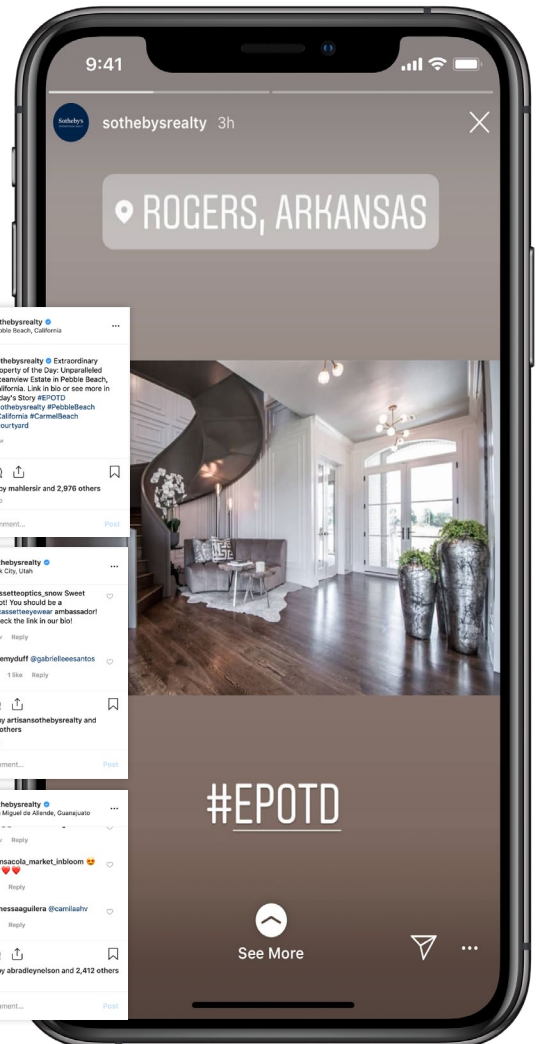
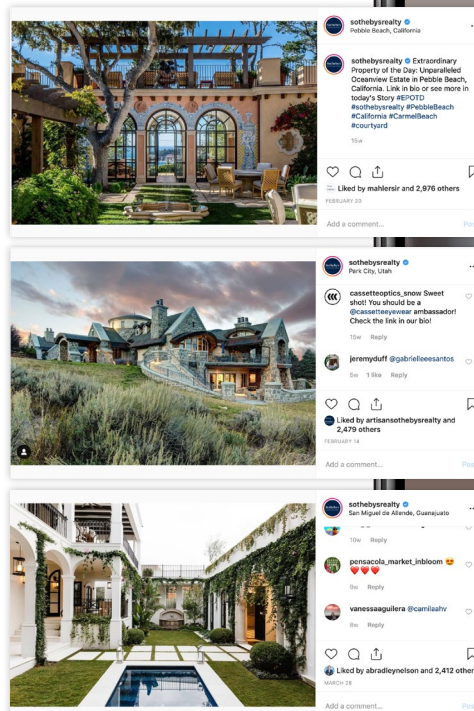
202k
FOLLOWERS

INSTAGRAM STORIES

60k
IMPRESSIONS IN
Q1 2019

20k
MORE THAN
Q4 2018

Follow us on
Instagram at
@sothebysrealty





OVER
23.5k

FOLLOWERS AT THE
END OF Q1

Sotheby's Realty
@sothebysrealty

Quiz | Which Interior Design Style is Right for You? #sothebysrealty s.sir.com/2Ore2cO



2:15 PM - 26 Mar 2019

Sotheby's Realty
@sothebysrealty

Your bathroom deserves an inspired redesign to ring in the new year. Discover 6 Trending Colors for Your Next Bathroom Renovation. s.sir.com/2sgBwHh



2:15 PM - 8 Jan 2019

Sotheby's Realty
@sothebysrealty

Extraordinary Property of the Day: Serene Countryside Compound in Millbrook, New York #EPOTD s.sir.com/2QkCR9R



10:01 AM - 13 Jan 2019

Sotheby's
INTERNATIONAL REALTY

EXTRAORDINARY LIVING BLOG

BLOG HOME FIND A PROPERTY MARKET SPOTLIGHTS LIVING FEATURED BLOGS SOTHEBYSREALTY.COM

Explore Bruce Willis' \$33 Million Turks & Caicos Paradise

Posted on April 11, 2019 by Erik Windrecht



Parrot Cay, Turks & Caicos | Nina Stegenhaker & Joe Zahn, Turks & Caicos Sotheby's International Realty

Bruce Willis' beachfront paradise in Turks & Caicos has been making headlines; the actor whose career took off after starring in 1986's Die Hard and saw recent success at the box office with Glass, is asking for a record \$33 million for the property where he recently entered his own with wife Emma Heming Willis. Completed in 2004, read on to learn more about this inspiring reflection of homes along the azure waters of Parrot Cay.

Humble Beginnings



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BLOG

TOP POST OF THE QUARTER
1.4M VIEWS TO DATE

IN Q1 OF 2019

500
POSTS

184k
ENGAGEMENTS



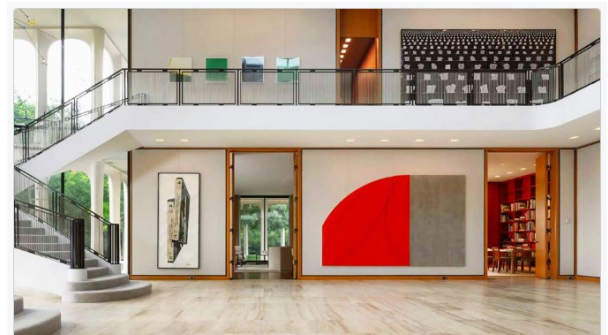
UP
11k
FROM Q4 2018



QUIZ RESULTS ARE IN!

What suits your taste?

Our first quiz asked those who interacted with it questions about their interior design preferences. 37% of takers ended up in Eco-Friendly homes, the most of any other style!



Which Interior Design Style is Right for You?

When deciding which luxury home is suited to you, take note: architecture and hardware tell part of the story, but it's the interior design that truly turns a house into a home.

We've assembled some of the most current—and lasting—interior design trends to give you a window into your personal interior style. Take this quiz to find out which trend suits you best, and investigate the features your home should have in order to bring your look to life.

Start

Presented by Sotheby's International Realty

Glossary of Terms

IMPRESSIONS

The number of times an ad is displayed on a search engine like Google. Or in online advertising, how many times an ad is displayed.

CLICK

The action a user takes to click on your ad online or after they've typed in a search term.

CLICK-THROUGH RATE (CTR)

The number of clicks an ad receives divided by the number of times your ad is shown (impressions).

RUN-OF-SITE (ROS)

An advertising buying option in which ad placements could appear on any pages of a targeted site.

CONVERSIONS

These begin with a user clicking on one of our online ads, then being transferred to sothebysrealty.com. From there, they either fill out the email form or click through to the broker's website.

This stat report, as well as all archived reports are located on ACCESS:

<https://access.sir.com/>

NOTE: This document is for internal purposes only and should not be shared with anyone outside of the Sotheby's International Realty Network.