

Local Works: Douglas Elliman



SALES | RENTALS | RELOCATION | NEW DEVELOPMENTS | RETAIL | MORTGAGE | PROPERTY MANAGEMENT | TITLE INSURANCE



YOUR ONE-IN-A-MILLION HOME NEEDS THAT ONE-IN-A-MILLION BUYER. HOW DO YOU ENSURE THE TWO MEET?

ASK ELLIMAN

As the largest regional and global network of real estate experts, Douglas Elliman has a way of understanding your home and what makes it unique. From buying and selling to appraisals, mortgage financing and rentals, top experts on AskElliman.com offer timely answers to today's questions about all things real estate. With a powerful combination of talent and technology, we have the experience, insight and access to guide you skillfully from beginning to end. Put the power of Elliman to work for you.

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Client

Established in 1911, Douglas Elliman Real Estate is the largest brokerage in the New York Metropolitan area and the fourth largest residential real estate company nationwide. With more than 7,000 agents, the company operates approximately 110 offices in Manhattan, Brooklyn, Queens, New Jersey, Long Island, the Hamptons & North Fork, Westchester, Greenwich, South Florida, Colorado and California.

Objective

Douglas Elliman runs branding campaigns as well as ads for specific listings and individual brokers to promote their services to high-net-worth individuals in affluent markets, using both print and digital media.

Solution

For this specific branding effort, a geo-targeted print campaign in three markets drove awareness of the individual brokers' services at Douglas Elliman Real Estate. The campaign ran in five luxury Condé Nast magazines along with standard banners and targeted an affluent adult audience.

Geography

Manhattan, Long Island, South Florida, Westchester/Fairfield, Aspen, Los Angeles

Recommended Media

Bon Appétit, Golf Digest, GQ, Wired, Vanity Fair, The New Yorker

Outcomes

- Guaranteed impressions: 2,766,148
- Clicks: 2,179
- Delivered impressions: 2,776,195
- CTR: 0.08%

