

# campaigntrack

is your industry leader in  
real estate marketing.

It helps agencies execute beautiful marketing campaigns with incredible efficiency, improving brand awareness and consistency.

From its beginnings as a real estate design studio, Campaigntrack has recognised the need for an efficient, user friendly solution to streamline real estate advertising, print, outdoor and digital marketing.

Since 1998, they have invested millions of dollars and countless man hours developing the Campaigntrack online software, bringing the entire property marketing process together in one place.

Place.



idealist.

# Benefits for Agents & Support

Plan and execute campaigns quickly and easily with less time spent on administration.



## Integration with your CRM

One click and all the property information from REX is populated in Campaigntrack

## A comprehensive ordering system with supplier integration

Use your preferred suppliers and send items to print directly from Campaigntrack

## More control

You know your vendors and their properties better than anyone and Campaigntrack allows you and your support team to tailor campaigns to their needs

## Access to design templates

Enables quick and easy generation of artwork options and proofs for your vendors

## Cloud based storage

All campaign information, including photographs, will be stored within the Campaigntrack system indefinitely

## An automated process

Less handling and administration means fewer errors and faster turnaround times

## Quality assurance

A two-step approval process means that the team at Idealist will ensure that all campaign elements are technically correct and compliant with the Place brand standards before they go to print

## Ongoing support

Dedicated Campaigntrack account managers will be there to field any questions and train new team members

# Benefits for Vendors

Deliver stunning property marketing campaigns with ease and efficiency.

## Quality assurance

Each component of each campaign is aligned with the premium standards that are synonymous with Place

## Tailored campaigns

A flexible ordering system means campaigns can be created to suit a vendors needs and budget

## Quick & easy approval

Vendors can review all components of a campaign through a built-in proofing function

## Fast turnaround

An automated process means campaigns can be launched to market faster than ever before