Digital Marketing Platform Comparison

	Why is this important?	AMAX	spoke by Rex	AIM	PlacePulse DIGITAL
Targeting	Having a dedicated media buying platform and more data partners, as opposed to standard and off-the-shelf data, enables more in-depth and accurate targeting	Retargets REA Users	Facebook Standard UI Google Display Network off-the-shelf Data 1st Party Data	Facebook Standard UI Google Display Network off-the-shelf Data	Facebook uncovered API Segments Media Buying Platform 1st Party Data 3rd Party Data ✓
Traffic Destination	Driving traffic to ePlace means that we own the data and can use that to better understand potential vendor behaviour that will help generate more seller leads	REA	ePlace ✓	ePlace ✓	ePlace ✓
Channels Used	Using channels beyond standard social and the GDN increases optimisation opportunities to enable reach to more high-potential audiences	Social Standard Display	Social Standard Google Display Network	Social Standard Google Display Network	Social Standard Social Lead Ads Display Native ✓
Data & Lead Ownership	Owning data and leads dilutes the power of the portals and the potential for them charging for leads that we have initially generated	REA	Place ✓	Place ✓	Place ✓
Platform Branding	One brand keeps the focus on the listing	REA & Place	Place ✓	Place ✓	Place ✓
Product Options	Allows agents to build their profile further, independent of listings, through one platform and user experience	Resi Listings	Resi Listings Agent Just Sold	Resi Listings Agent Just Sold	Resi Listings Agent Just Sold Agent Branding ✓
Reporting	Integration with other campaign reporting (Enliven) gives a holistic view of how the campaign is tracking, allowing transparency for vendors and the ability to adapt	Periodic	Live Dashboard	Periodic	Live Dashboard Integrated with Enliven Report ✓
Packages	Allows optimal investment of the media budget for each digital campaign to ensure maximum return on investment	Standard	Standard	Custom ✓	Custom ✓
Origin	Digital marketing and performance is the core business of the developers, not a secondary business or add-on	Developed by Portal	Developed by CRM	Developed by Campaign Management Platform	Developed by Digital Marketing Performance Experts ✓
Insights	In addition to understanding key campaign metrics, insights are important to help understand the short and long-term online behaviour of potential sellers	Media Report	Media Report	Media Report	AI Behavioural Insights Optimisation Insights Media, Engagement & Action Dashboard ✓
Agent Promotion	Free agent promotion helps to extend the campaign and build the agent profile and digital footprint further	Name & Image on Property Ads	Name & Image on Property Ads	Name & Image on Property Ads	Name & Image on Property Ads Free 5 Day Agent Extend Campaign ✓