

Listing Concierge

Paid YouTube Advertising Agent FAQ

Why is Listing Concierge making the transition away from cable television to Paid YouTube Advertising?

- It's always been Coldwell Banker's promise to keep Listing Concierge a powerful and relevant listing tool to help you win the listing, prove your value and turn one listing into three. In order to do that, we need to make sure we are showcasing you and your listings where today's consumers are.
- As YouTube and streaming television (TV) become increasingly popular, cable TV viewership continues to decline. With 1.7 billion unique monthly visitors and 14.3 billion visits a month (that's more than Facebook, Wikipedia, Amazon and Instagram), YouTube has quickly become the second most visited website in the world—only behind Google. In addition, Paid YouTube mobile advertising is 84% more likely to receive viewers' attention than TV advertising*.
- There are very few companies taking advantage of Paid YouTube Advertising, so Coldwell Banker is proud to once again be innovators in this space.

When will the Listing Concierge Paid YouTube Advertising begin?

- Listing Concierge is moving into the future with Paid YouTube Advertising beginning March 15. Any Silver, Gold and Platinum Listing Concierge packages ordered on March 15 and any unapproved TV spots prior to that date will receive Paid YouTube Advertisements.

What is a Paid YouTube Advertisement?

- A Listing Concierge Paid YouTube Advertisement is a 30-second photo slideshow set to music displaying photos of your listing, as well as important property details such as city, state, price and the number of bedrooms and bathrooms. Your agent information, agent logo (if you have one) and the Coldwell Banker logo will also be included.
- Listing Concierge Paid YouTube Advertisements will be displayed before consumers watch videos on YouTube.

I have a Listing Concierge package and I haven't approved my TV spot yet. When is the latest I can approve my TV spot so it airs in a TV show?

- The latest you can approve your Listing Concierge TV spot so it's guaranteed to run in your Coldwell Banker *At Home* TV show is March 14.

If I don't approve my Listing Concierge TV spot by the cutoff date of March 14, what happens to it?

- Any TV spots not approved by March 14 will be transitioned to a Paid YouTube Advertisement after March 15.

What is the date of the last Coldwell Banker At Home TV show?

- The last Coldwell Banker *At Home TV* show will air March 25.

Will all Listing Concierge packages receive Paid YouTube Advertising?

- Paid YouTube Advertising will only be available in Silver, Gold and Platinum Listing Concierge packages.

Will all markets (even those without a Coldwell Banker TV show) receive Paid YouTube Advertising?

- Yes—all Coldwell Banker Realty markets nationwide will receive Paid YouTube Advertising, even those who didn't have a Coldwell Banker *At Home TV* show in the past.

How long will my Listing Concierge Paid YouTube Advertisement be?

- All Paid YouTube Advertisements, regardless of package type ordered (Silver, Gold, Platinum) will be 30 seconds in length—about 2x longer than the Coldwell Banker *At Home TV* spots.

How many views will I receive with my Listing Concierge Paid YouTube Advertisement?

- Coldwell Banker Paid YouTube Advertisements will receive increasingly more views than the former Coldwell Banker *At Home TV* shows. The number of views will depend on the package ordered:
 - ✓ Silver: 1,000+ guaranteed views
 - ✓ Gold: 2,100+ guaranteed views
 - ✓ Platinum: 3,300+ guaranteed views

Who will see my Listing Concierge Paid YouTube Advertisement?

- YouTube offers robust audience targeting capabilities, which means unlike broad TV audiences, your listing ad will be optimized to be shown to audiences most likely to be in-market to buy a home within a certain radius surrounding your listing.
- Consumers within a 50-mile radius of your listing's zip code will be targeted. In addition to their location, ads will be targeted to potential clients based on the following:
 - Affinity: Home & garden, etc.
 - In-market: Real estate, houses for sale, mortgage, etc.
 - Life events: Purchase a home soon, moving, etc.
 - This simply means that your listing ad will be viewed by a more qualified audience than before.

Will I miss out on views if a consumer hits "skip" on my Listing Concierge Paid YouTube Advertisement?

- No—Coldwell Banker only gets charged for ads that are watched in full, so you'll receive the guaranteed number of views for your Paid YouTube Advertisement:

- Silver: 1,000+ guaranteed views
- Gold: 2,100+ guaranteed views
- Platinum: 3,300+ guaranteed views

What will my Listing Concierge Paid YouTube Advertisement link to?

- That is entirely up to you! Your Coldwell Banker Listing Concierge Coordinator will work with you to ensure your Paid YouTube Advertisement links to the website of your choice, whether that be your agent website, property website or ColdwellBankerHomes.com property detail page.

How do I approve my Listing Concierge Paid YouTube Advertisement?

- Your Listing Concierge Coordinator will create your Paid YouTube Advertisement. Once the YouTube Advertisement proof is ready, you will receive an email notification from the Listing Concierge system. From the time your proof is ready, you will have 24 hours to make changes to your Paid YouTube Advertisement. Otherwise, if you don't make any changes, your ad will be posted to YouTube three business days following the 24-hour cutoff period.

How quickly will my Listing Concierge Paid YouTube Advertisement run?

- Once your Paid YouTube Advertisement proof is created by the Listing Concierge Team, it will be posted to YouTube three business days after the 24-hour cutoff period.

How long will my Listing Concierge Paid YouTube Advertisement run?

- Your Listing Concierge Paid YouTube Advertisement will run until it gets the guaranteed number of impressions, which are generally met within one week.

Can I buy more views for my Listing Concierge Paid YouTube Advertisement?

- Not at this time, but we are planning that for the future!

Will my Listing Concierge Paid YouTube Advertisement be posted to our company's Coldwell Banker's YouTube channel?

- Yes, just like your TV / video spots used to be posted to your company's Coldwell Banker YouTube channel, the Listing Concierge Paid YouTube Advertisements will also be posted there.

Can my video be updated if there is a price change?

- A: The price can be adjusted on the YouTube video once the Ad is finished running. Your LCC will be able to assist with this.

* Source: <https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/youtube-mobile-advertising-statistics/>