



REAL LOCAL REAL ESTATE LISTINGS

THE REAL ESTATE APP BY MASSLIVE.COM

MOBILE SEARCHES FOR HOMES & RENTALS INCREASED 15% LAST YEAR — REACH SHOPPERS WITH THE MASSLIVE REAL ESTATE APP¹

Build awareness in your market with MassLive.com's Real Estate app and tap into to the fastest-growing audience of home shoppers and renters: mobile users. The Real Estate app offers a uniquely local, flexible user experience that delivers current search listings shoppers will love.

With the Real Estate app, users get a hyper-local view into homes and neighborhoods that they can't get anywhere else. Dynamic search and mapping options allow prospective buyers and renters to pinpoint properties based on proximity to local landmarks and neighborhood amenities.

Vivid photo galleries and a one-touch connection to you and your listings make the MassLive Real Estate app ideal for generating leads and closing deals.



92%

OF BUYERS USE THE INTERNET FOR
THEIR HOME OR RENTAL SEARCH²

50%

 USE A MOBILE
SITE OR APP²

69%

OF HOME SHOPPERS
BEGIN THEIR SEARCH
WITH A LOCAL TERM³

ADVERTISING OPPORTUNITIES INCLUDE:

- IAB standard smartphone (320x50, 300x250) and tablet (728x90, 300x250) ads, as well as high-impact opportunities
- Exclusive sponsorships
- Tap to call/text/email functionality
- Development of mobile solutions, including site development, SMS text marketing and landing pages
- Audience targeting and extended reach on desktop and mobile



For more information contact your local Digital Media Strategist Andrea Kennedy at 413-302-3987 or akennedy@masslive.com. Visit masslivemedia.com to see all of our Digital Advertising Solutions.