

AUDIENCE BOOST

Extend your listing & reach more buyers.

Don't wait for buyers to see your listing, find them. Leverage data from Aotearoa's largest property audience to follow active buyers where they are online.

Advertise your property across:

Stuff

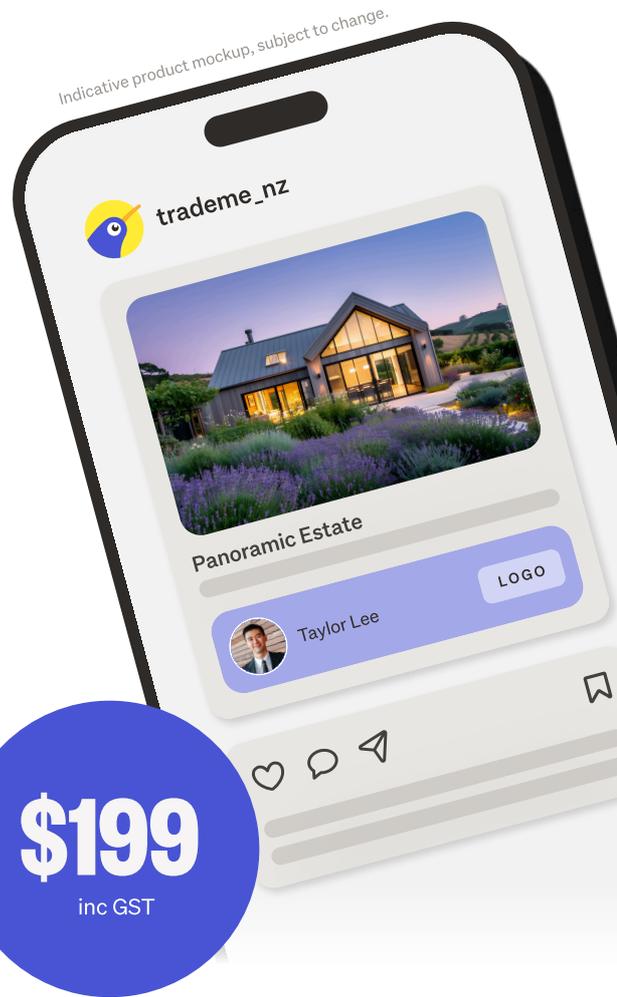
Facebook

Instagram

Google

Key benefits:

- Smarter data to target more qualified buyers
- Reach more buyers outside of Trade Me
- Boost the visibility of your property
- A sharper, seven-day campaign
- New price point of **\$199**



The results speak for themselves

Pair Audience Boost with a Platinum Package to deliver maximum results for your spend:

35% more views when applied to a Platinum listing*

88% more impressions when applied to a Platinum listing*

Platinum Listings get over **2.6x more views** than a Base listing^

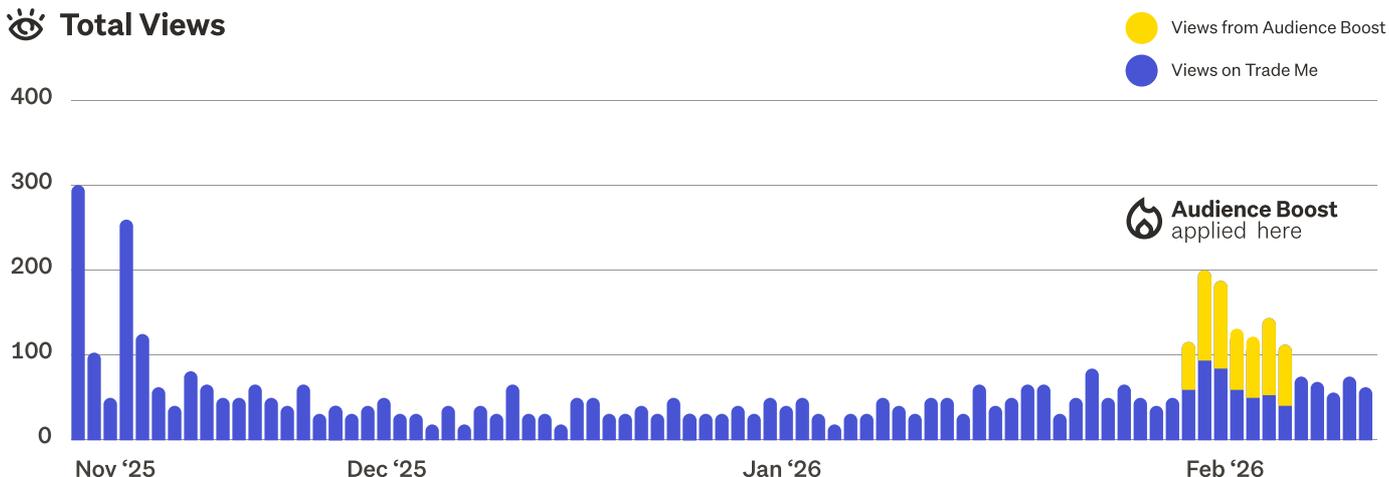
^Trade Me Property Site Data, resi for sale & new homes marketing package performance compared to Base Listings, first 30 days on-site during 19 Mar 2025 - 17 Mar 2026

* Audience Boost results are indicative based on 7-day pilot ran in March 2026. Uplift measured when added to a Platinum listing.

GET THE BEST RESULTS

Apply Audience Boost to a listing any time, multiple times.

Total Views



Graph is indicative only, results may vary.

Launch with impact.

Amplify your Platinum Listing for maximum buyer reach from the start.

Listing changed? Upcoming open home?

Apply Audience Boost anytime, as often as needed to drive momentum.

Track your results:

New reporting makes it easy to track your results and measure your ROI. Plus, find ad previews and links to view live ads on Meta to share across your networks, all available on OneHub.



12

Email Enquires



3

Click to call



Stuff + Display Ads: 4,356



Facebook + Instagram: 3,556



**GOT QUESTIONS?
LEARN MORE.**

trademe
property 