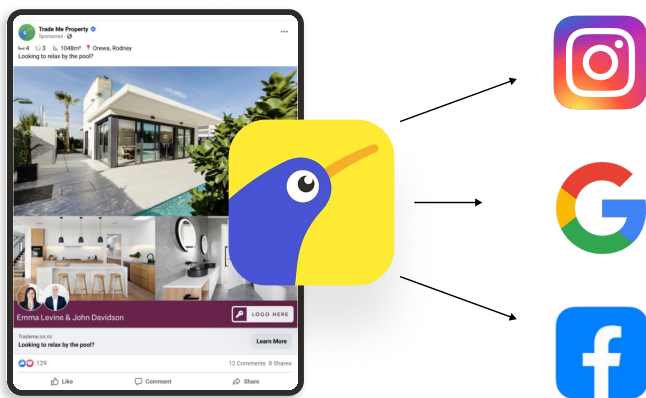


# AUDIENCE EXTENSION

Boost the reach of your property listing.





**Want to give your listing a boost?** Choose Audience Extension. We target potential buyers across Facebook, Instagram and Google based on their search behaviour on Trade Me Property.



## How Audience Extension works:

Ads for your listing are automatically created and shared on social media platforms for **two weeks**. During this time, we'll automatically target relevant buyers for your listing based on their search behaviour, unlike generic social campaigns.

## Key benefits:

-  Target relevant buyers outside your suburb
-  Get your listing in front of highly targeted buyers
-  Amplify your listing outside of Trade Me Property
-  Create more demand in front of a larger audience

## Why choose Audience Extension?

On average, **in addition to package results**, listings receive:

**25,000** more impressions<sup>1</sup>

**974** more listing clickthroughs<sup>1</sup>

1. Average Facebook & Google display network campaign statistics (residential for sale & new homes) July 2024 to July 2025