MEDIA KIT
Reach your target audience
WHO WE ARE

Point2 is a highly trafficked real estate marketplace with over 70.4 million pageviews per month, serving audiences from North America and attracting many foreign buyers to your properties.

It's now clearer than ever that Point2 is on the right track of becoming one of the most trusted real estate search portals in North America.

Traffic on the portal has skyrocketed in the past years, from 1,200,000 monthly visits in 2013 to over 13,000,000 monthly visits in May of 2020.

WHAT WE DO

Point2 gets your message in front of your target audience each month. Advertising with us is a surefire way of reaching your target audience as most of our visitors are homebuyers looking to move within a year.

If you're looking for more visibility among real estate consumers, Point2 is the way to go.

13M monthly visits sitewide

5.2M monthly visits in the US

17.4M monthly page impressions in the US

1-888-277-9779 ext. 19013 | advertising@point2homes.com
WE CAN HELP YOU

Expand Your Reach
Stay top of mind with display ads that showcase your brand and messaging.

Generate Traction for Your Product or Services
Get national or local exposure for your business by deep targeting specific locations.

Capture More Leads
Connect with your focus audience during their home search process.
WEBSITE STATISTICS

POINT2 TRAFFIC
Average monthly visits

DEVICE BREAKDOWN
65% mobile
29% desktop
6% tablet

1.2M 1.4M 2.3M 3.6M 4.6M 6.4M 9.5M 13.0M

17.4M pageviews
4 min avg time on site
5 pages viewed per user

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LOCAL EXPOSURE

TOP MARKETS IN THE US

NEW YORK
288,000 monthly visits¹
425,000 monthly pageviews²

LOS ANGELES
129,000 monthly visits¹
286,000 monthly pageviews²

CHICAGO
120,000 monthly visits¹
176,000 monthly pageviews²

DALLAS
90,000 monthly visits¹
104,000 monthly pageviews²

HOUSTON
62,000 monthly visits¹
94,000 monthly pageviews²

Aside from visitors from the United States, Point2 also reaches audiences from Canada and other international locations such as Mexico, Costa Rica, Belize, Panama, the Dominican Republic and more.

Whether they are looking for a starter home for their family or an extravagant vacation home in an exotic location, Point2 is a popular search platform for all audiences.

¹Monthly visits based on user location.
²Monthly pageviews based on location browsed.
MEDIA COVERAGE

TIME

The Washington Post

msn

BUSINESS INSIDER

THE HUFFINGTON POST

INVESTOPEDIA
People of all ages are browsing Point2, looking to buy property. Inherently, our audience consists of people at various life stages with a broad set of interests:

- Renters
- First-time home buyers
- Household upgrades (with and without children)
- Real estate investors
The display ads on Point2 are placed in strategic locations to make them highly visible and allow advertisers to achieve maximum reach across multiple pages and sections of our website.

Connecting with your future customers at the right time, with relevant messaging and in a contextually relevant environment yields better results.
TARGET YOUR MARKET

House hunting comes along with a lot of additional purchases. Homebuyers are likely to make a change in any of the following categories:

**Banking & Finance**
Financial services and real estate always go hand in hand.

**Insurance**
Protecting their biggest investment is a top priority for our visitors.

**Telecommunications**
Our visitors are more likely to change phone or internet service providers.

**Automotive**
Buying a new house often triggers other big purchases like cars.

**Retail**
New homes require new homeware, furniture, appliances and other electronics.

**Utilities**
Moving to a new area often means changing electricity, gas and other utility providers.

**Movers, Contractors and other Ancillary Services**
57% of our visitors are looking to move in the next 6 months.
AD SPECS

Banner ad size: 300x250 px
Media requirements: Static, Rich Media, HTML 5, 3rd-party tags
Maximum file size: 50k
AD SPECS

Banner ad size: **728x90 px**

Media requirements: **Static, Rich Media, HTML 5, 3rd-party tags**

Maximum file size: **50k**
AD SPECS

Banner ad size: 728x90 px / 300x250px
Media requirements: Static, Rich Media, HTML 5, 3rd-party tags
Maximum file size: 50k
AD SPECS

Banner ad size: 728x90px

Media requirements: Static, Rich Media, HTML 5, 3rd-party tags

Maximum file size: 50k
Packages and rates are customized to suit your specific needs.

Contact us at
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Point2 is a division of Yardi Systems Inc.
MAKE SURE YOU STAND OUT FROM THE CROWD!