

# eMarketing Analytics Report

What you need to know about **ColdwellBankerHomes.com** – July 2019



## Showed up in a Google Search 181 Million Times

There's strength in numbers. Millions of visitors annually flock to **ColdwellBankerHomes.com**, where we collectively drive traffic and increase exposure for our listings.



**13.2M**

VISITS

**19.8M**

LISTING VIEWS



**3,439** saved searches



**8,474** new registrations



**107,938** saved properties

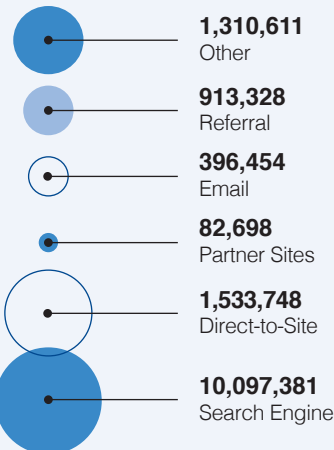
LAST 12 MONTHS

**104.7M** Visits

**157.3M** Listing Views

## where buyers are coming from

Today's home buyer can come from just about anywhere. That's why **ColdwellBankerHomes.com** is optimized for search engines, which increases traffic and exposure, and designed for viewing on all devices.



## WORLDWIDE TRAFFIC

Consumers who visited **ColdwellBankerHomes.com**

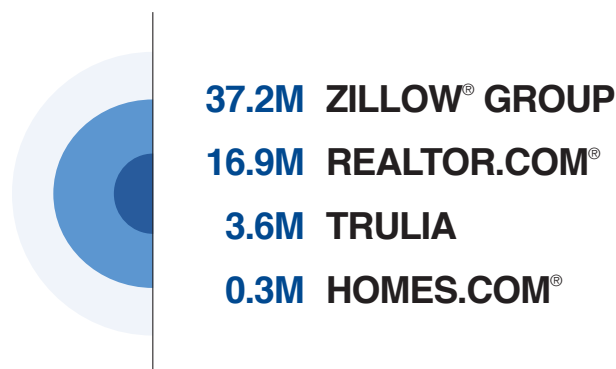
**6** Continents **195** Countries

- |                  |               |
|------------------|---------------|
| 1 United States  | 6 Philippines |
| 2 Canada         | 7 Germany     |
| 3 India          | 8 Nigeria     |
| 4 United Kingdom | 9 Mexico      |
| 5 Netherlands    | 10 France     |

## more eyes this way

In addition to **ColdwellBankerHomes.com**, our listings are also on hundreds of real estate sites, including the leading industry portals. Our strategy means more eyes on our listings and more buyer leads.

### PROPERTY VIEWS OF OUR LISTINGS ON PARTNER SITES



### TOP LEAD-GENERATING SITES

