

eMarketing Analytics Report

What you need to know about **ColdwellBankerHomes.com** – **December 2018**



81,000

Property Views On New Years Eve

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



5.0M

VISITS

7.5M

LISTING VIEWS



1,927 saved searches



3,660 new registrations



53,582 saved properties

LAST 12 MONTHS

91.8M Visits

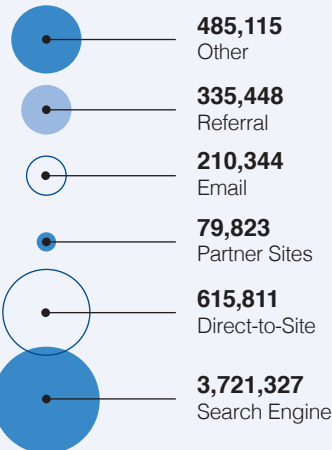
138.9M Listing Views

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.

MOBILE
63%

DESKTOP
37%



WORLDWIDE TRAFFIC

Consumers who visited **ColdwellBankerHomes.com**

6

Continents

195

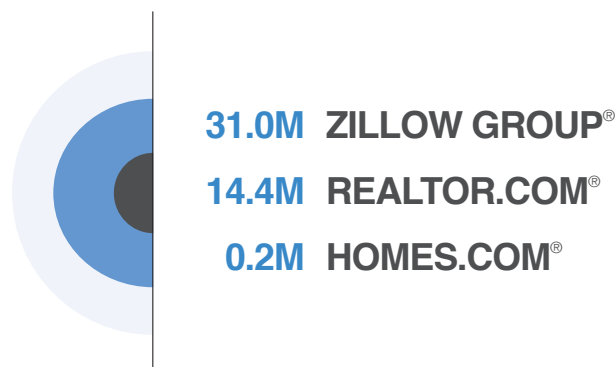
Countries

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

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

