

Marketing @ HotPads and ZG

Douglas Pope, gm and co-founder

Agenda

- Zillow Group's Multi-brand Strategy
- Zillow Advertising
- Hot Ads by HotPads...

Trivia:

Question:

What company was first to list on HotPads in August '05?

(3 months before HotPads launched.)

Trivia:

Answer:

Lincoln Property Company

Zillow Group's Multi-brand Strategy

A green line that starts horizontally on the left, dips into a V-shape in the center, and then continues horizontally to the right.

Zillow Group's multi-brand strategy

Flagship brand
for all things home



Renters-first,
specifically urban renters



Local expertise
for renters and buyers



More brands = more shelf space + broad appeal



95%

of HotPads page views
are from rental properties



58%

of Zillow visitors are considering
both buying and renting

Investing in Rentals Marketing

A tale of two campaigns



Accelerate rentals growth

Differentiate via the
brand's unique personality



Expand the brand platform

Tap into new + younger
audiences

Zillow Advertising

An observation...



Many people say they'd like to move
to a new home each year.

But less than half ever do.

Why? Because there are obstacles in the way...

- Access
- Affordability
- Process
- Logistics
- An overwhelming number of choices and decisions to make

Zillow can help

A woman with long dark hair and bangs, wearing a floral dress, sits on the left side of a round wooden dining table. She is looking down at a piece of paper. A man with short blonde hair, wearing a light blue button-down shirt, sits on the right side of the table, also looking down at a paper. The table has a small vase of flowers and a bowl. In the background, there is a large window with a view of greenery outside. To the left, there is a white kitchen counter with a fruit basket and a blue tiled backsplash. The floor is made of light-colored wood.

HOME MATTERS

Where we live has a profound impact on the quality and character of our lives.

When we're in the right home, we thrive.

A photograph of a woman with dark hair tied back, wearing a light blue t-shirt, holding a young child with dark hair in a pink shirt. They are in a kitchen, with a window in the background showing bright light. A semi-transparent dark blue overlay covers the middle of the image, containing the title and text.

MANY WAYS HOME

The journey home is increasingly diverse. And there are obstacles along the way.

Zillow's aim is to help people overcome these obstacles to more easily achieve a home where you can truly thrive.

Celebrating the many different paths people take to find their way home

- Featuring TV, Radio, magazines, newspaper and online advertising
- Our most varied & diverse storylines to date
- Directed by award-winning filmmaker, Matt Smukler
- Original music from indy singer-songwriters and composers K.S. Rhoads, Scarlett Burke, Gabriel Kirshoff and Lawrence Katz





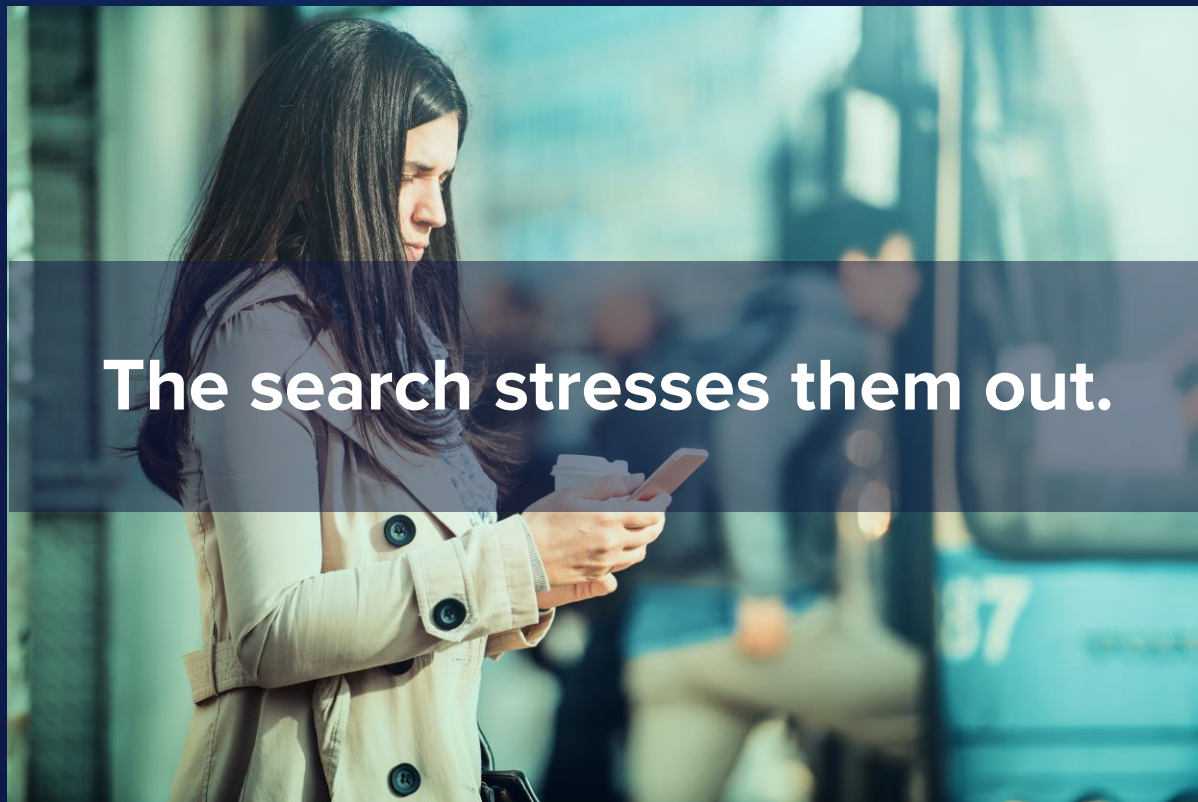
Here's where you'll see us



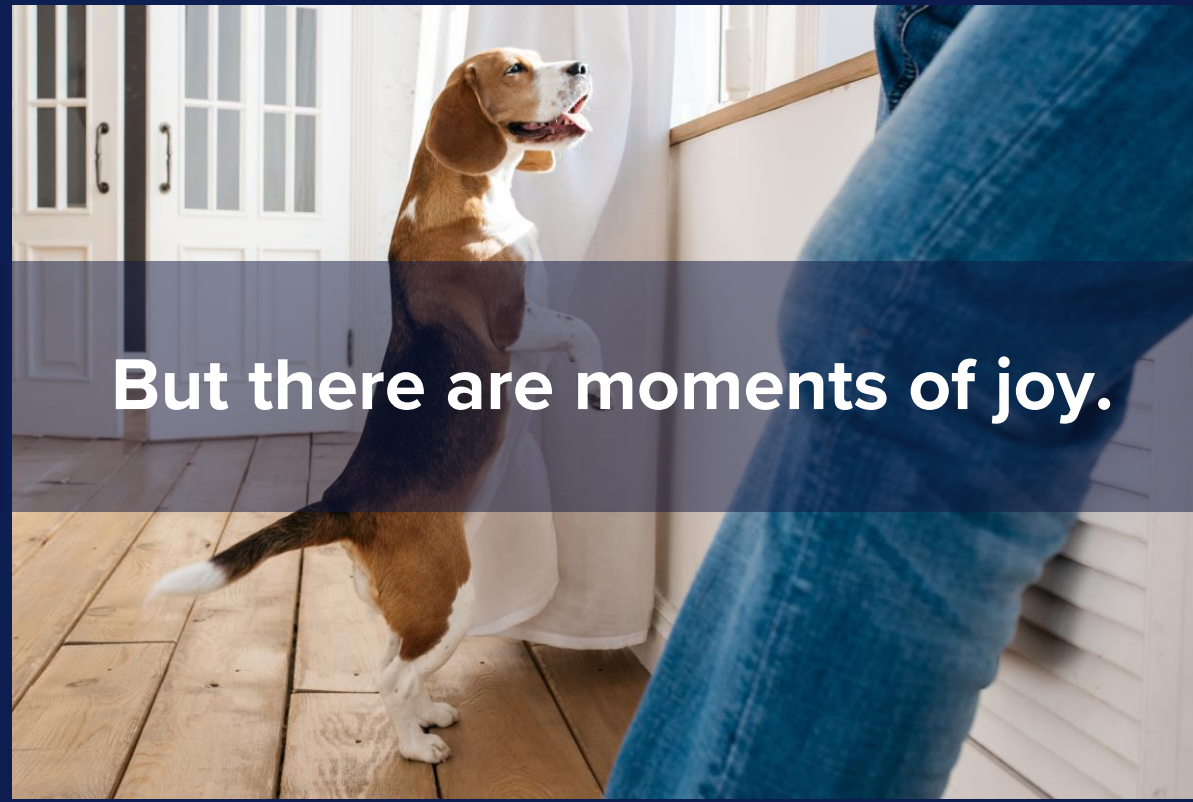
HotPads Advertising

What we know about Urban Renters



The rental search process is a double-edged sword



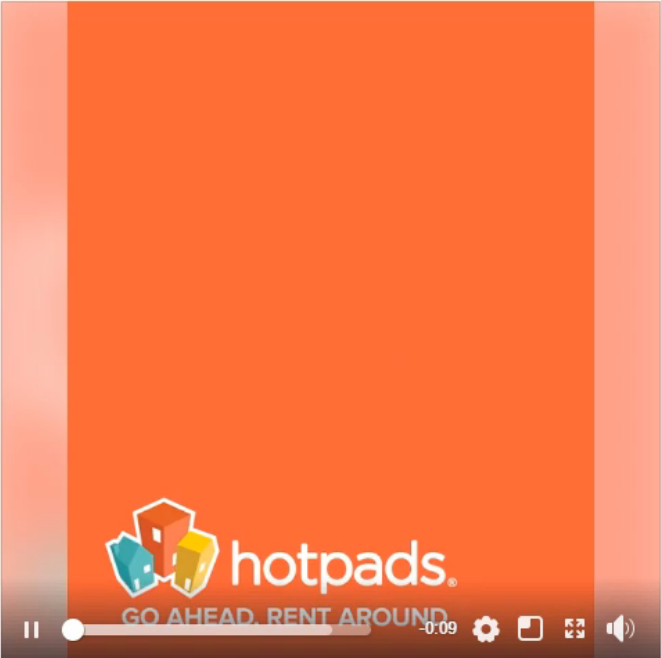
The search stresses them out.



But there are moments of joy.

**HotPads**
Sponsored · 




It's not you. It's your not-hot pad.





Video player interface showing a solid orange screen with the HotPads logo and the text "GO AHEAD. RENT AROUND" at the bottom. The video is paused at 0:09.


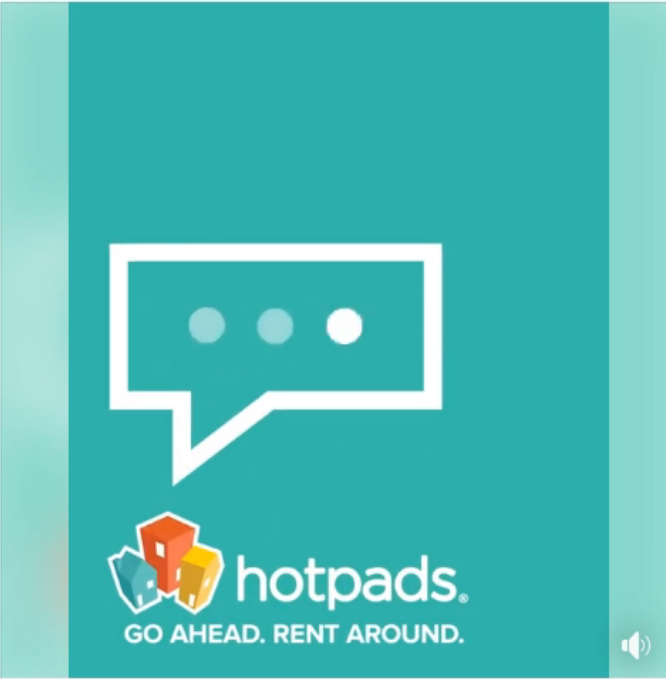
Rent a HotPad today.
Find a great apartment now.

[Learn More](#)

 Like  Comment  Share




 **HotPads**
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And by benefits, we mean amenities. Like covered parking.

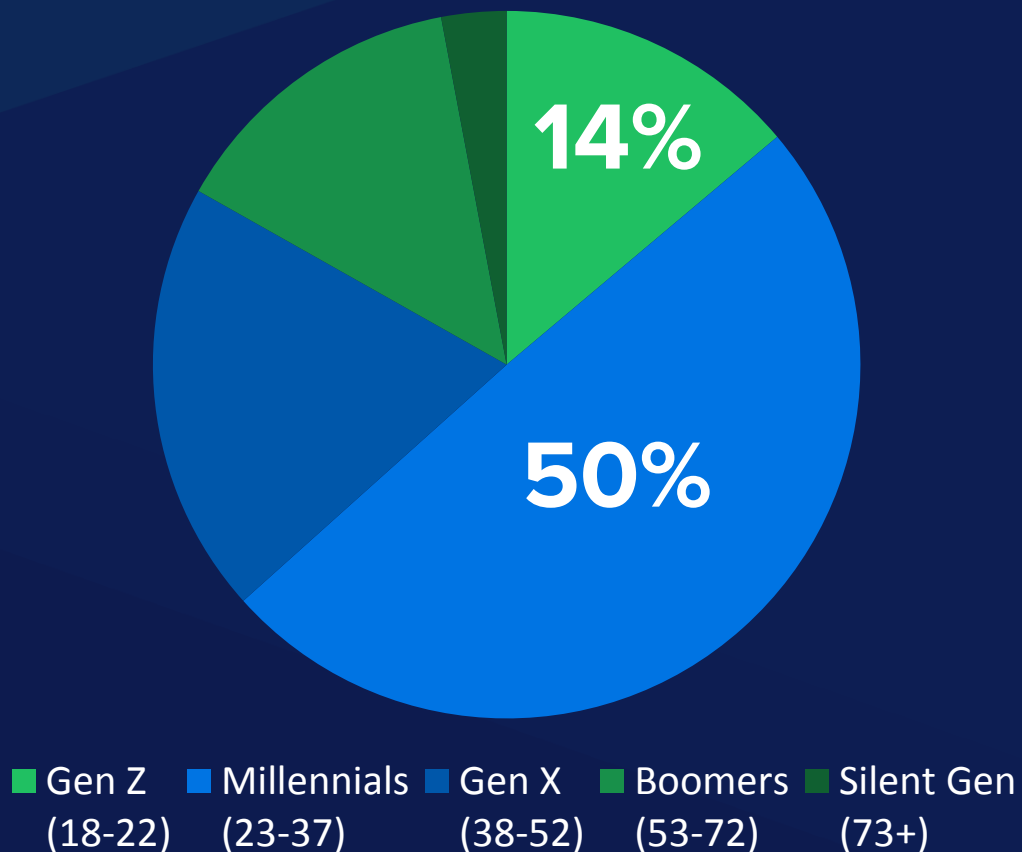


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Rentals are where the housing market begins...



64%
of renters are
Millennial and
Gen Z




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Some pads are too hot for Facebook. Like ones with ice-cold AC.



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Find a great apartment now.

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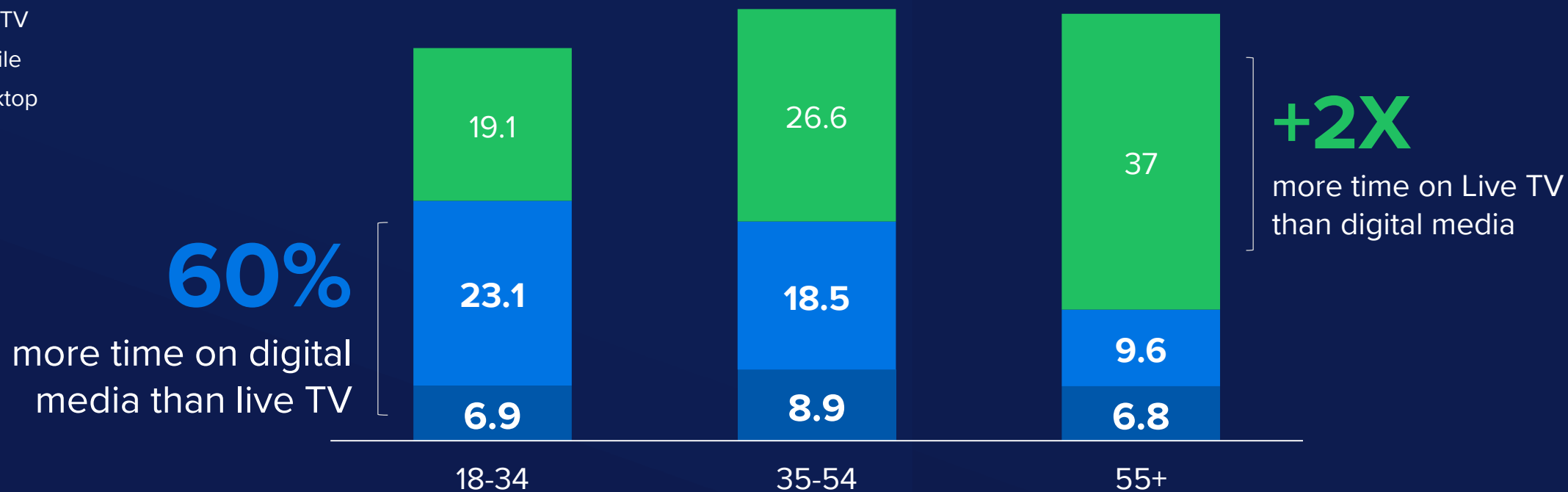
What we know about Urban Renters



They are really, really into digital

HOURS SPENT ON PLATFORM BY AGE

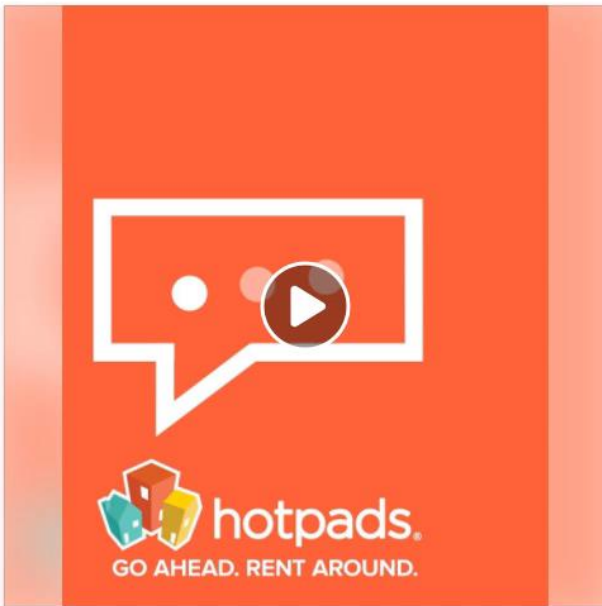
Total hours (billions), Q4 2016

- Live TV
- Mobile
- Desktop



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Some pads are too hot for Facebook. Like ones with dishwashers that aren't you.



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What we know about Urban Renters



They are really, really into social media




9 in 10


18-29 year-olds
use social media



 **HotPads**
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It's not a year-long lease. It's a 365 night fling. So go ahead. Rent around.

 **hotpads.**
GO AHEAD. RENT AROUND.



Rent a HotPad today.
Find a great apartment now.

[Learn More](#)

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HotPads campaign builds on prior test success



Display





**Facebook
& Instagram**





SEM




100% National


 **HotPads**
Sponsored · 

Looking for a new place? There are tons of hot pads in your area waiting to chat.

1746 Beverly St - Unit A  






Really great having you over the other day. I hope you liked what you saw...



Rent a HotPad today.
Find a great apartment now.

Learn More

 Like  Comment  Share

HotPads MF Marketing

100% Digital

100% Multifamily

100% Quirky

Searching and Moving = Stress

Go Ahead. Rent Around. - Highlights the little moments of joy of finding a new apartment.





Trivia:

Question:

What company opened up one of their properties for filming our ads?



Trivia:

Answer:


Lincoln Property Company

HotPads MF Marketing

Some apartments are too HOT for facebook.
Like the pet-friendly ones.

 **HotPads**
Sponsored · 

Some apartments are too hot for Facebook. Like the pet-friendly ones.



Rent a HotPad today.
Find a great apartment now.

[Learn More](#)



HotPads MF Marketing

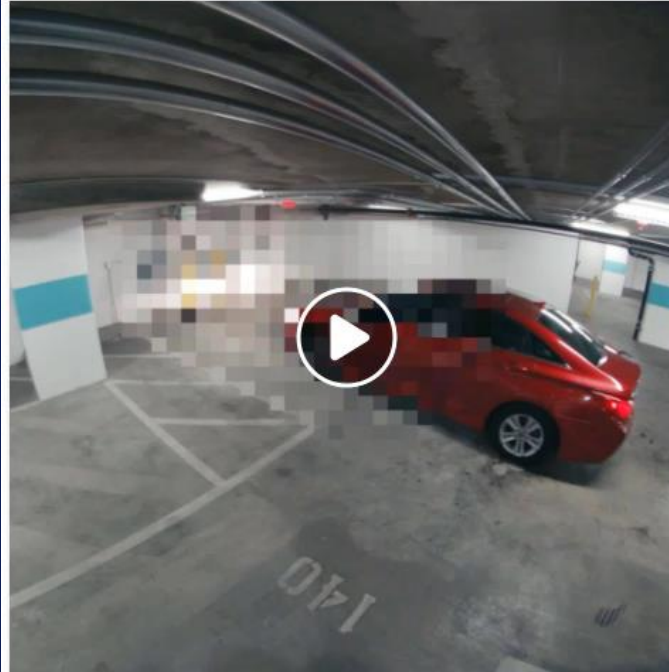
Some apartments are too HOT for facebook.
Like the ones with covered parking.



HotPads

Sponsored · 🌐

Some apartments are too hot for Facebook. Like the ones with parking spaces.



Rent a HotPad today.



Find a great apartment now.

[Learn More](#)

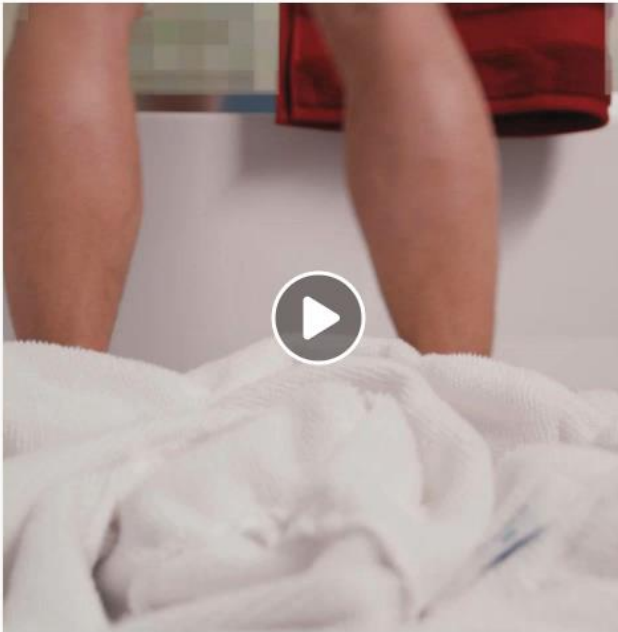


HotPads MF Marketing

Some apartments are too HOT for facebook.
Like the ones with a shower to call your own.

 **HotPads**
Sponsored · 

Some apartments are too hot for Facebook. Like the ones with a shower to call your own



Rent a HotPad today.
Find a great apartment now.

[Learn More](#)



HotPads MF Marketing

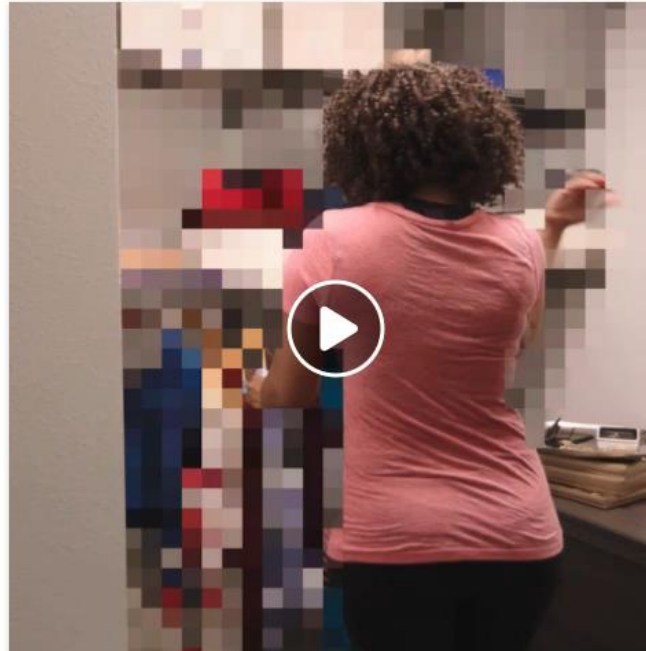
Some apartments are too HOT for facebook.
Like the ones with huge closets.



HotPads

Sponsored · 🌐

Some apartments are too hot for Facebook. Like the ones with huge closets.



Rent a HotPad today.

Find a great apartment now.

[Learn More](#)



HotPads MF Marketing

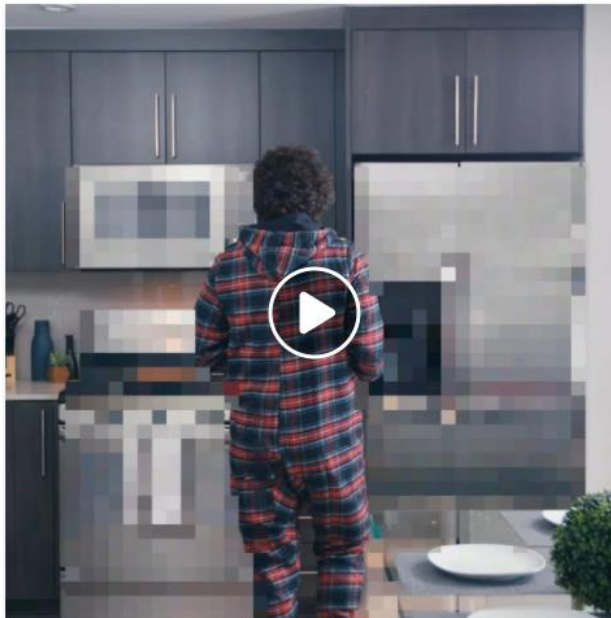
Some apartments are too HOT for facebook.
Like the ones with stainless steel appliances.



HotPads

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Some apartments are too hot for Facebook. Like the ones with stainless steel appliances.



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Find a great apartment now.

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HotPads MF Marketing

A virtual tour of a Hot Apartment Community




 **HotPads**
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Some pads are hot, And some are TOO HOT for Facebook.



Rent a HotPad today.

[HOTPADS.COM](https://hotpads.com) [Learn More](#)

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Thanks!



dpope@hotpads.com