

# QUANTITATIVE MARKETING: THE ESSENCE OF A SUCCESSFUL STRATEGY

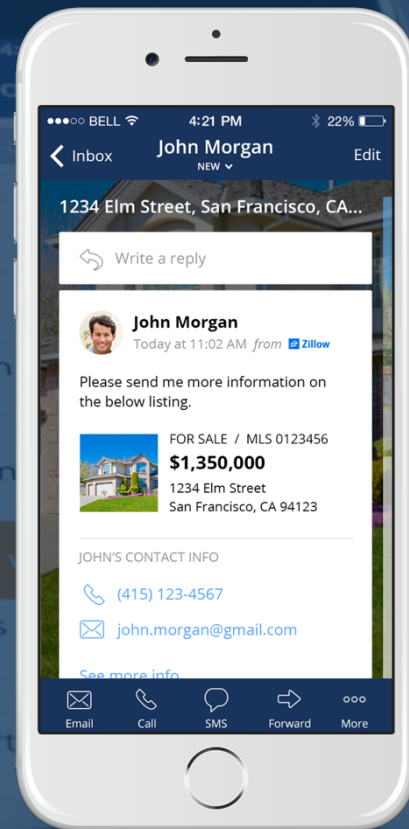
Greg Schwartz, Chief Business Officer, Zillow Group



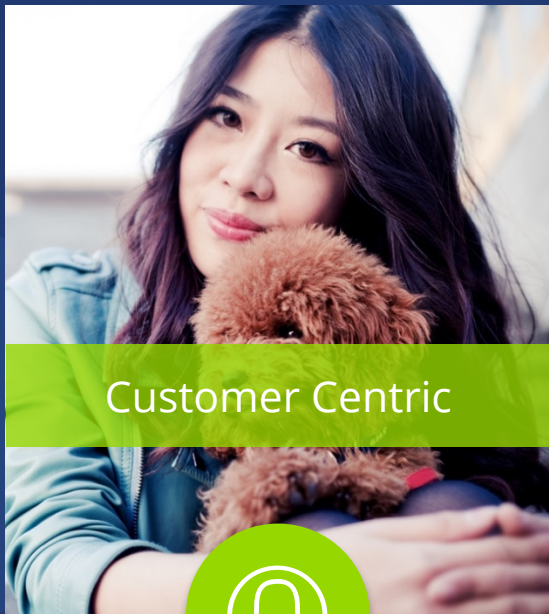
#ZGMultifamily



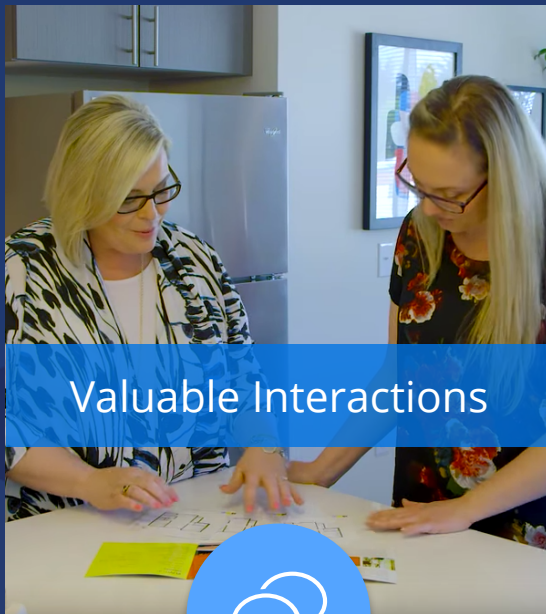
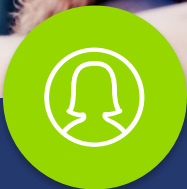
Leveraging tools  
to remove  
friction







Customer Centric



Valuable Interactions



Quantitative Marketing



# ZILLOW GROUP OPERATES 3 OF THE TOP 4 RENTAL BRANDS

## Unique Rental Visitors by Brand (000's)

\*Source: ComScore, Unique Visitors, August 2016

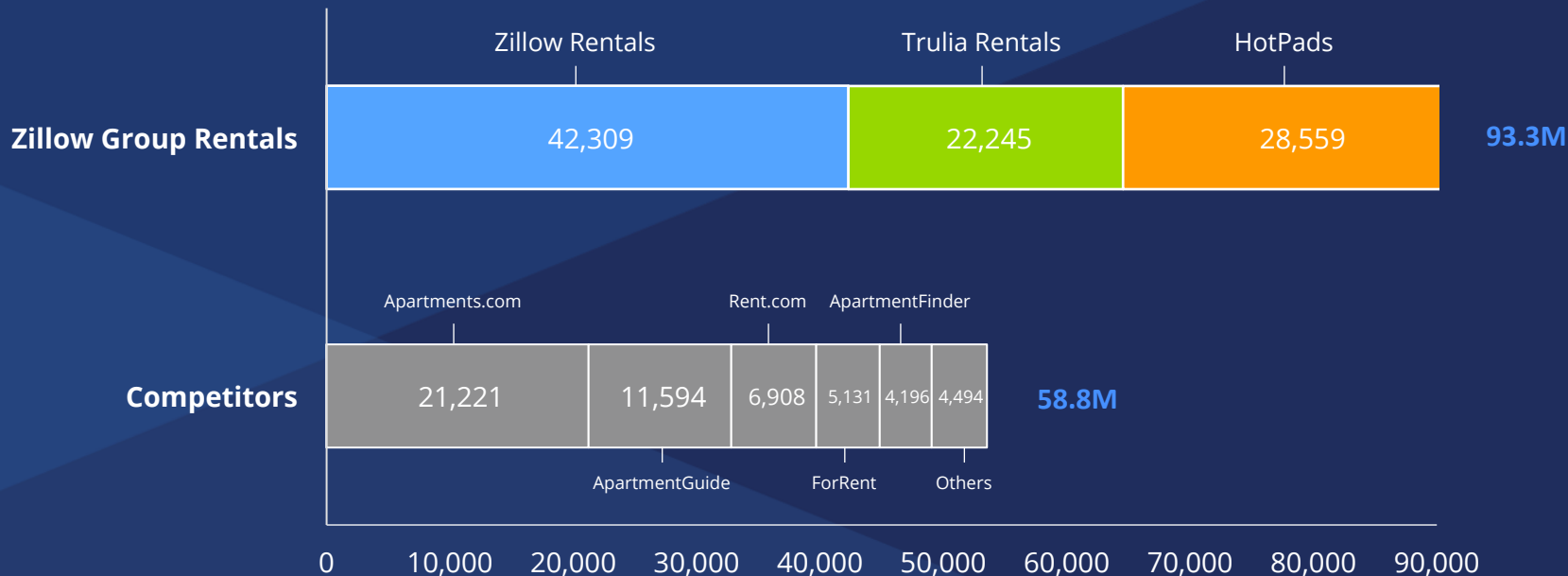


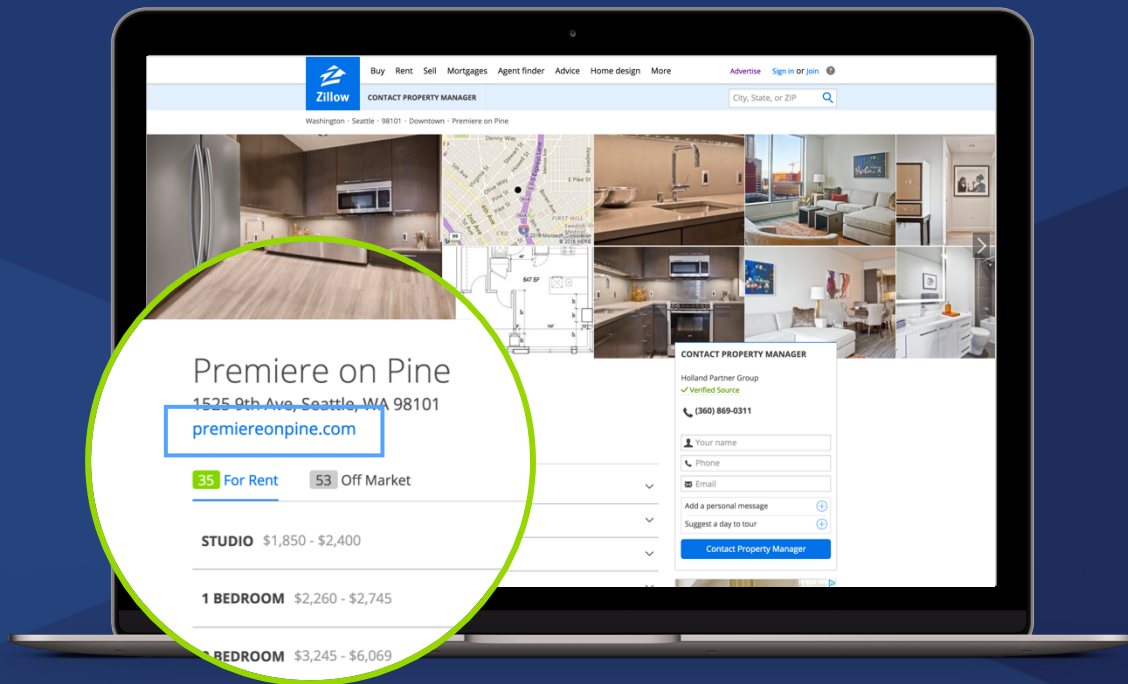


# MORE TOTAL VISITS THAN ALL OTHER RENTAL BRANDS COMBINED

Total Rental Visits by Brand (000's)

\*Source: ComScore, Total Visits, August 2016

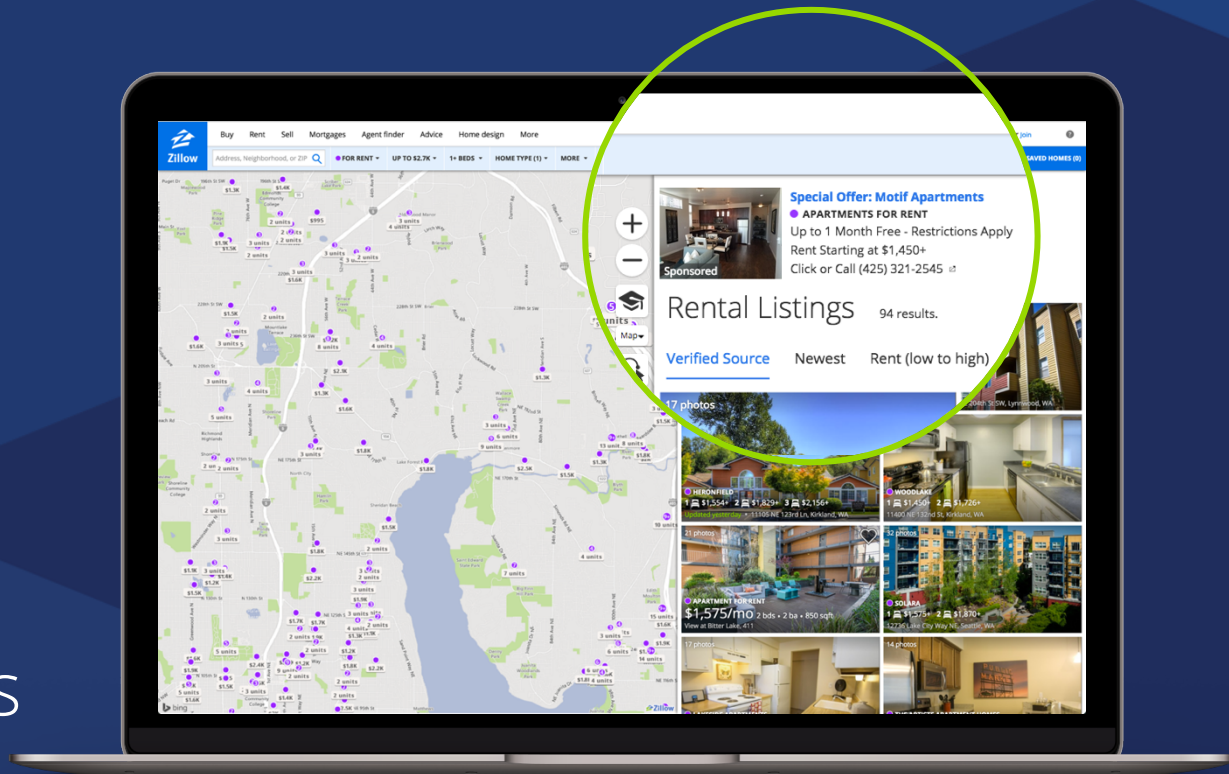




Direct links sent  
over **1M** visitors  
to your websites



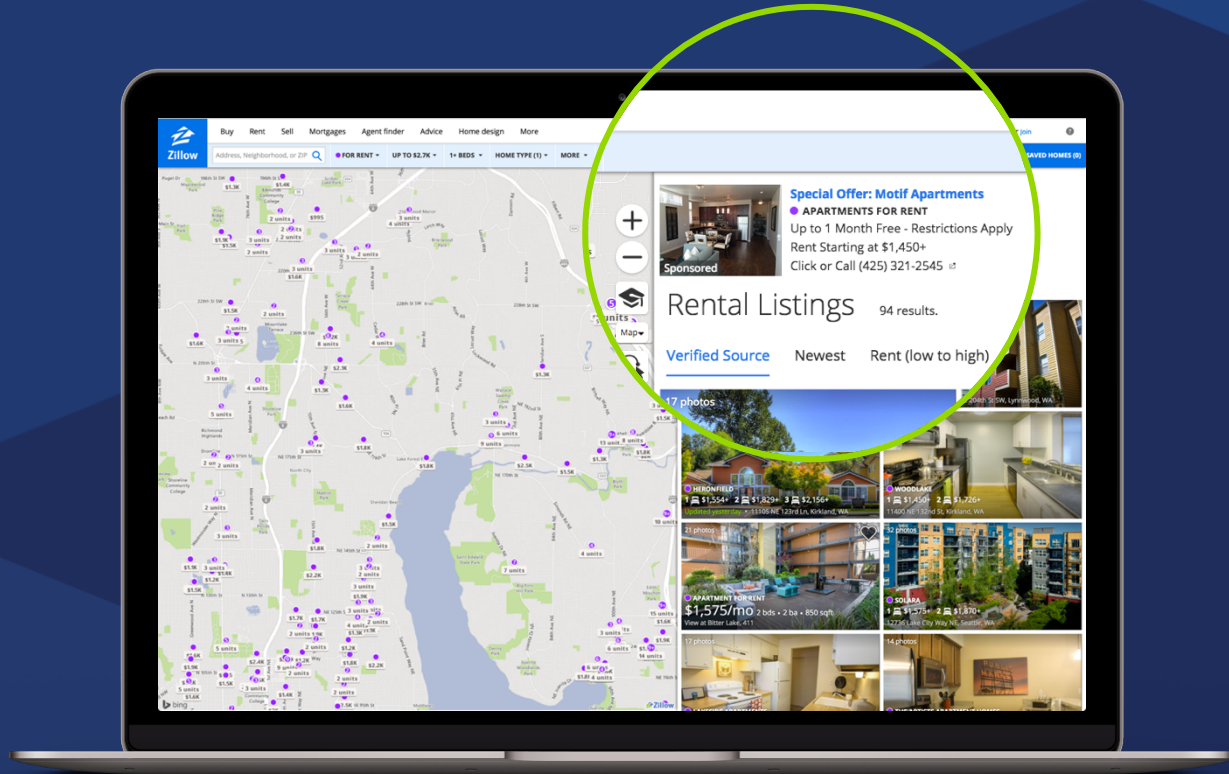
Boost sent  
1.7M visitors  
to your websites





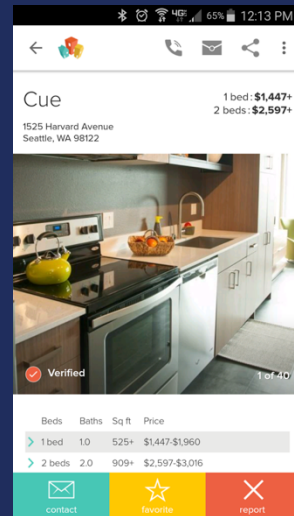
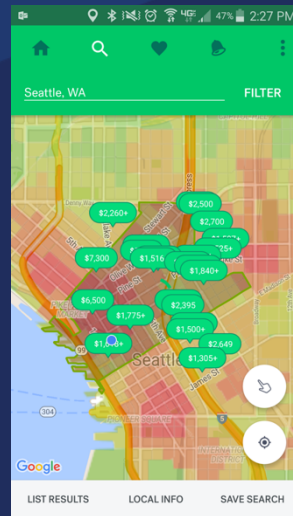
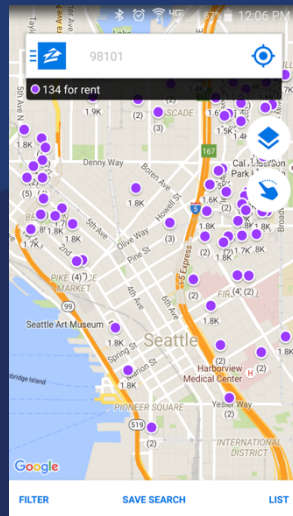


Sold out in  
310 markets

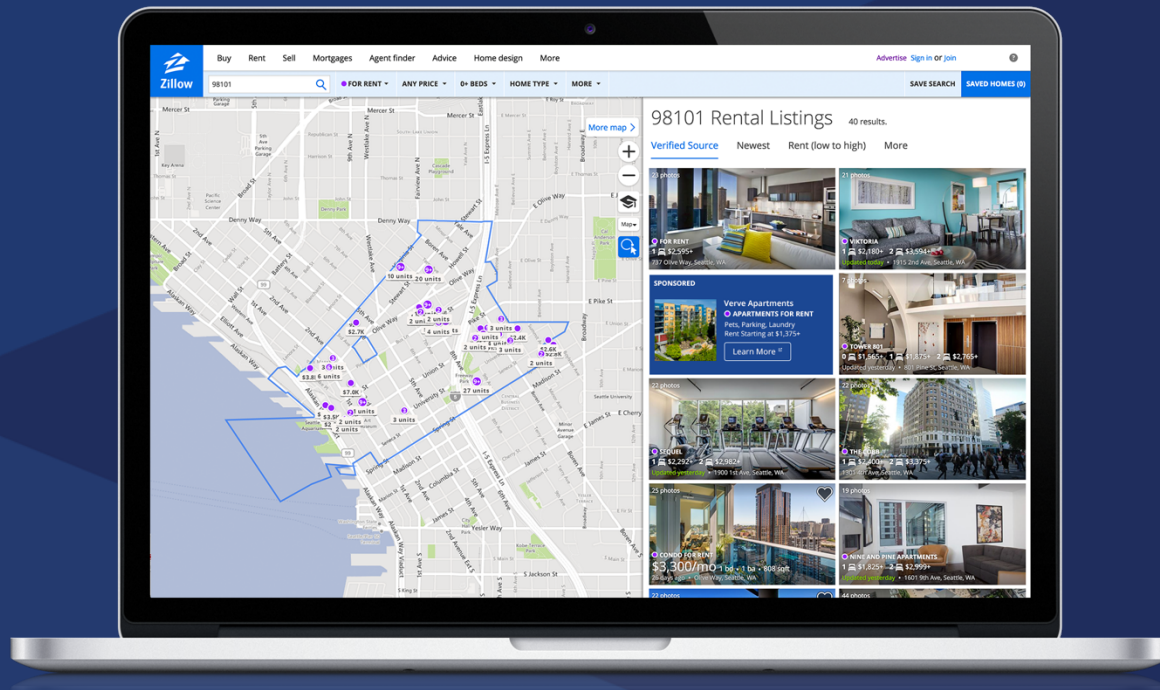
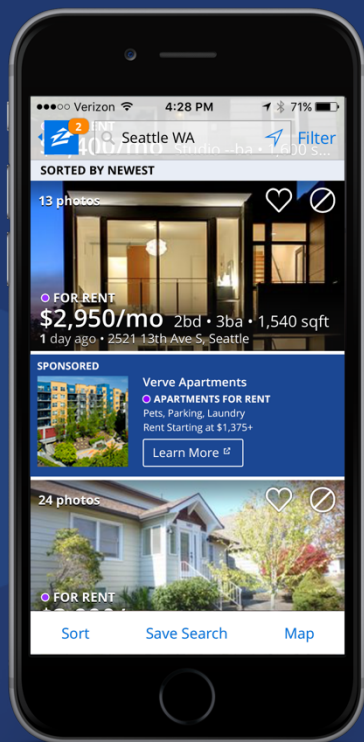


Zillow Group brands  
now represent  
~78% market share  
of all mobile exclusive  
visitors in the real  
estate category

\*Source: ComScore, July, 2016



# INCREASED INVENTORY AND NEW DESIGN ENHANCEMENTS



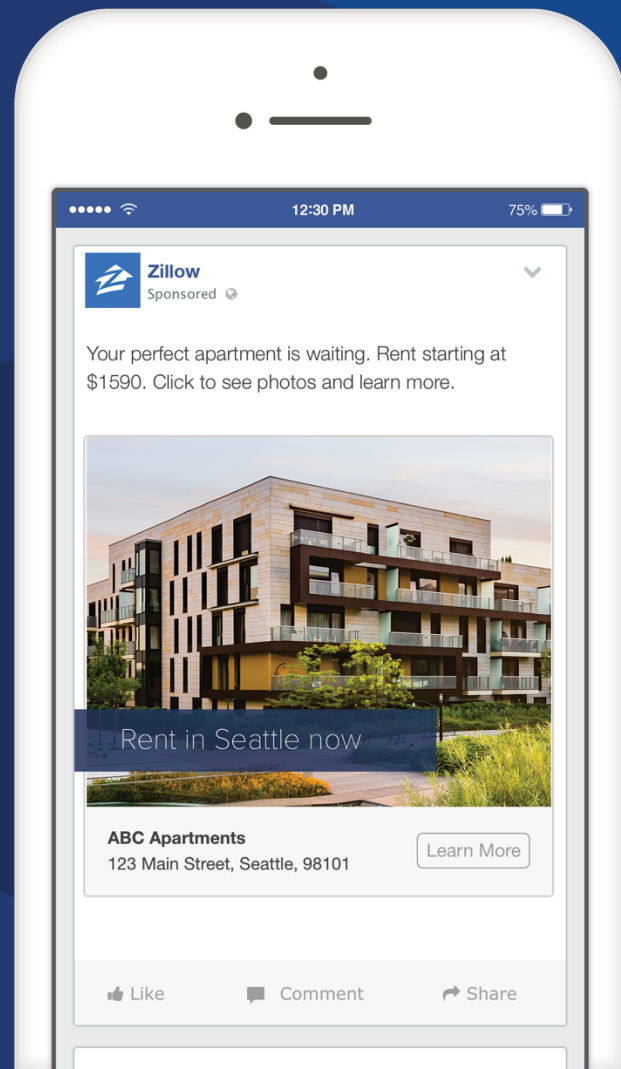




One more thing!

Reach an **exclusive audience** of high-interest renters

Boost – now with **Precision Targeting**



# WHAT IS PRECISION TARGETING?





# Thank you!



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