

Your guide to **Rightmove** New Homes products & tools

Helping Developers reach the
biggest in-market audience

Making the most of Rightmove

Helping you reach an in-market audience

Reaching the biggest audience of active home movers delivers results

1 billion minutes

The UK spends over 1 billion minutes a month searching for properties on Rightmove. We're one of the **UK's top 15 most visited websites**¹.

Delivering results for developers

In analysis of nearly **8,000** completions and over **78,000** applicants from UK developers, 63% of completions and 67% of registered applicants matched to a Rightmove enquiry².

A self-selected, in-market audience that minimises wastage

Our audience is self-selected as interested in property; there's no other reason they'd be on Rightmove. Working out that someone is "in-market" through other channels involves a lot of assumptions and guesswork.

Compared to just 8% of the UK population, **43% of the Rightmove audience** wants to move and they are likely to visit Rightmove increasingly daily. A further 36% of the Rightmove audience is open to moving. Half of this audience will visit Rightmove every 2-4 weeks, the other half closer to every few months³.

What both these audiences share, is a willingness to be tempted. That means Rightmove is a perfect environment for your marketing efforts with exposure to your brand, your current stock and your coming-soon plots likely to attract engagement and influence potential buyers.

We can uniquely identify buyers based on:

Where they're looking to move

What they can afford

The type and size of property

Rightmove's audience can't be reached anywhere else

The only way you can reach our audience is through Rightmove's products. Any other way of trying to replicate the "Rightmove audience" involves a lot of guesswork based on vague criteria – you'll end up wasting valuable budget by targeting people who aren't in the market at all.

In this booklet, we highlight all the ways you can reach our unique in-market audience both on and off Rightmove, as well as the tools and reports included in your membership to help you plan your marketing strategy.

With all the marketing opportunities available to you, it's important you have a partner to help you make the right decisions on what's the best mix of products for you.

Your dedicated Rightmove Account Manager is on hand to advise you on your options, make sure that your Rightmove package is cost effective and delivers the results you expect.

Best wishes,

Alex Slater
Director - New Homes

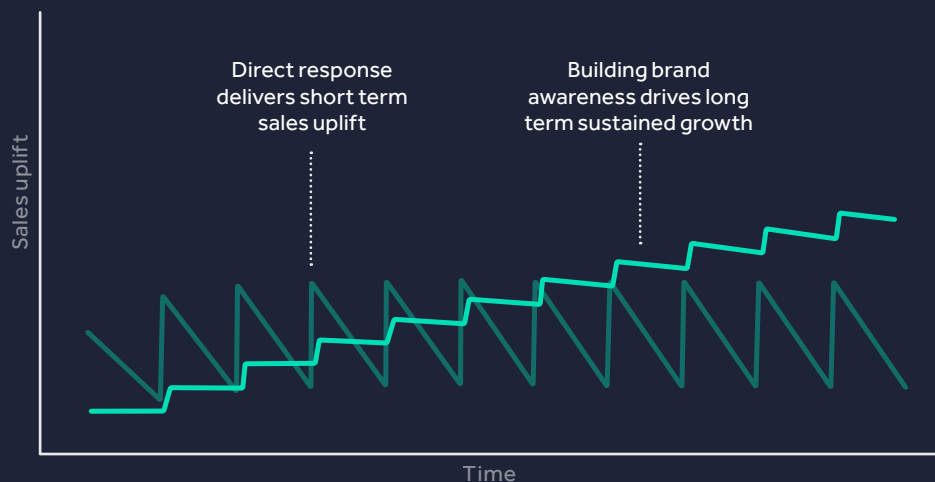


Balance brand awareness and direct response marketing

Studies have shown that direct response marketing creates short term sales uplift, while brand awareness drives long-term sales growth

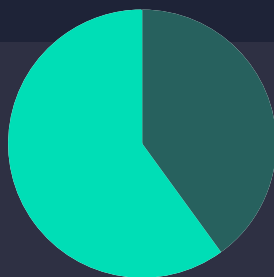
On the graph below, the sharp peaks and troughs in sales conversion are created by direct response marketing. The more gradual increase is driven by brand awareness

In this study, the impact of brand awareness overtook the impact of direct response after 6-months. This demonstrates the long-term benefits of building brand awareness while delivering direct response marketing when faster results are needed.



The optimum split between brand awareness and direct response marketing is 60/40

● Brand awareness ● Direct response



Source: Binet and Field, The Long and Short of It

The key to long-term sales success

You can mix and match brand awareness and direct response marketing options targeted exclusively at Rightmove's in-market audience

Every product you add to the mix increases the chance of buyers seeing and engaging with your brand, stock and messaging, ultimately increasing your speed of sale.

Brand awareness

For brand awareness on Rightmove choose...

- 👤 Broad reach
- 📈 Long-term growth
- 📅 Influences later action
- ❤️ Emotional messaging works best

- Page 10** – Native Search Adverts – Developer Carousel
- Page 14** – Local Homepage, Featured Developer, Microsite, Brochure Plus and Rightmove Audience Extension
- Page 13** – National, Regional and Follow-Up Email Campaigns

Direct response

For direct response on Rightmove choose...

- 👤 Tightly targeted
- 🕒 Short-term growth
- 🖱️ Drives action now
- ✍️ Persuasive messaging works best

- Page 10** – Native Search Adverts – Property Carousel
- Page 6** – Standard Listings, Premium New Home, Spotlight, Featured New Home
- Page 8** – Advanced Development Listing
- Page 12** – Targeted Multi-Channel Campaigns

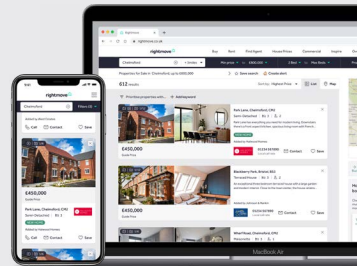
Property marketing

Enhance your listing

Best for: Direct Response

Standard Listing

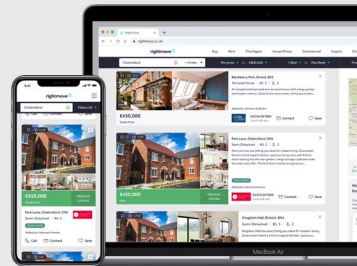
Be seen by the UK's biggest audience of in-market buyers.



Premium New Home

Show off your best features to stand out from the crowd.

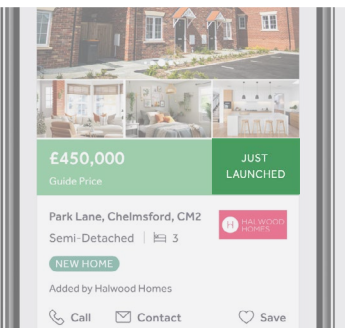
- A larger highlighted property listing
- 4 photos means 4 chances to impress



Spotlight

Promote key messages on your listing and detail pages.

- A customisable message on your search results page listing
- Showcase key development features and incentives in the "About the development" section on the property details page

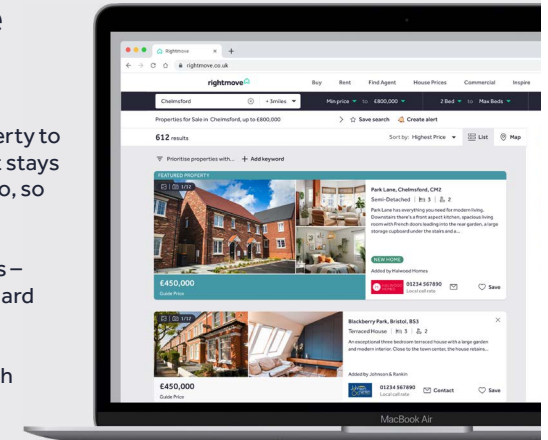


Give each plot the best possible exposure

Featured New Home

Be seen first to focus attention on specific plots.

- Automatically boost your property to the top of the search results – it stays in the organic search results too, so is seen twice
- Auto-rotate through properties – Featured New Home does the hard work for you
- Our most prominent listing, with more and larger photos than a standard listing

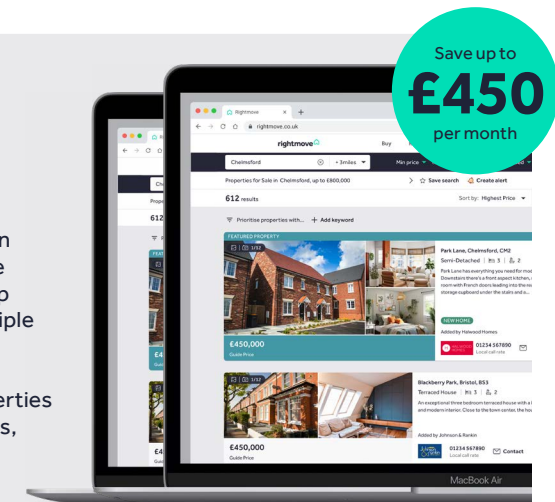


Featured New Home bundle

The quickest, most effective way to generate more leads¹.

With one Featured New Home you can rotate between each of your available properties. With a bundle, you save up to £450 per month² by featuring multiple properties at once.

Simultaneously featuring more properties means more exposure and more leads, more quickly.



1. Source Rightmove data : Compared to a standard listing, looking at 1,168 properties between 1st Jan 2017 and 29th Feb 2020
2. Compared to the cost of purchasing three Featured New Home units individually on our Standard package

Advanced property marketing

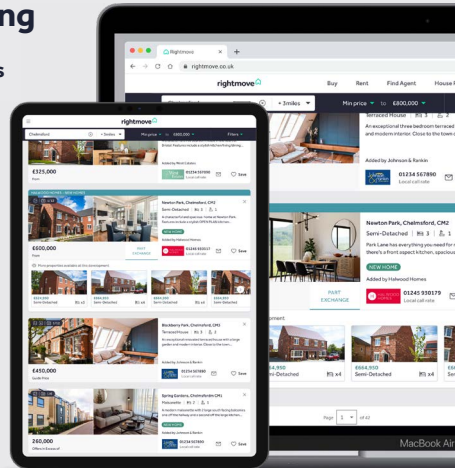
Amplify your development's exposure with the Advanced Package

Best for: Direct Response

Advanced Development Listing

Exclusively designed for new homes developers to promote your whole development

- Interactive carousels to promote other properties in your development
- Site plan & development key features highlighted
- Quick links to promote more properties on that same development or your other developments
- Targeted based on price & location, as per normal search

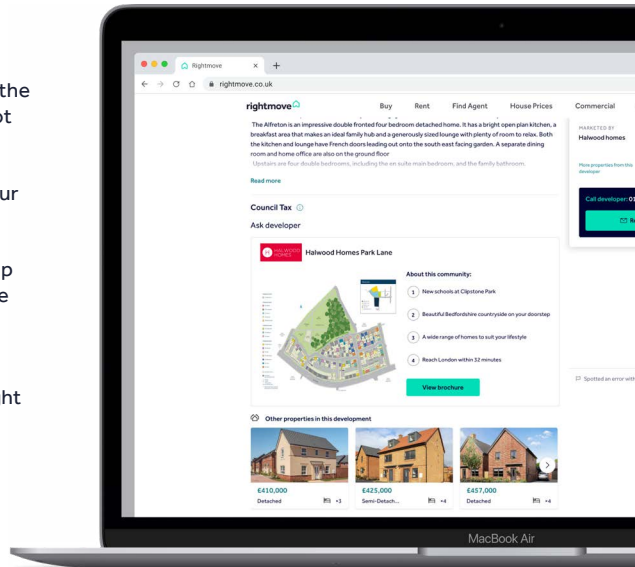


Other properties in this development carousel features up to 25 other plots on the same development that the buyer may not have seen in their initial search

Shortcut link jumps buyers straight to your site plan & the brochure request form

More developments by carousel shows up to 5 of your other developments which are closest to the buyers search location and within their price range

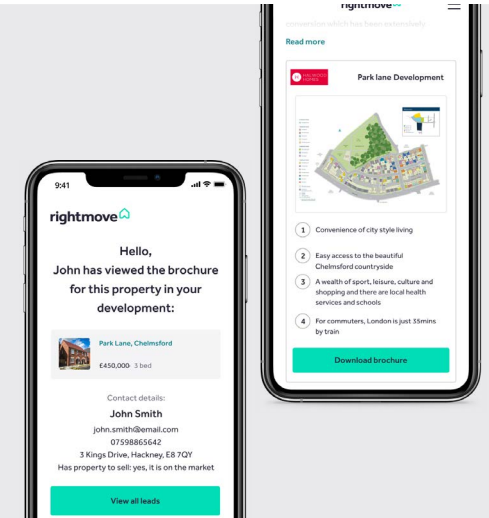
Your site plan with 4 features that highlight community brought forward from your development Microsite



Brochure Request Leads

Additional source of high quality leads from buyers earlier in their journey

- Receive leads from engaged buyers that have requested a brochure
- Buyers are given the opportunity to share their details both before & after viewing a brochure



The Advanced Package

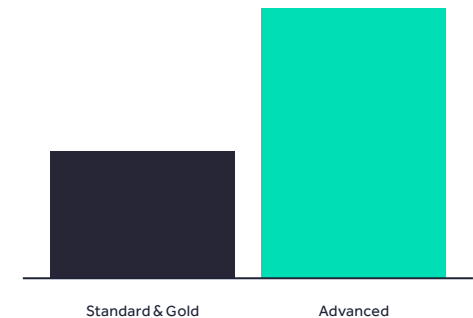
For every buyer that purchases a new build home, our research shows that there are 5 potential new homes buyers that were lost².

The Advanced Package is aimed at minimising those losses, delivering results both to build your brand and to generate new homes leads.

As well as exclusive access to the Advanced Development Listing & Brochure Request Leads, you'll also benefit from additional Featured New Home & bundle discounts as part of your minimum qualifying spend.

Contact your Account Manager to learn more about using the Advanced Package

More than double the brand views versus the Standard and Gold package combined¹



Source: 1. Rightmove June 2023 – November 2023, indexed brand views based on Local Homepage, Featured Developer and Native Search Ad views. 2. Rightmove New Homes Survey 2019. Sample: Purchased a home in the last 12 months. Question: Was the property you bought recently... / Did you always intend to buy pre-owned / new build property?

Native Search Adverts

Get seen by more buyers, more often, in the place they search for property

Did you know that...



75%

of buyers consider more than one area*



54%

of buyers look at 3 or more different areas*

That's why Native Search Adverts follow buyers around Rightmove when they search different areas

1.

Buyer visits Rightmove to search for their next property

2.

They see your Native Search Adverts among the search results

3.

If they search a new area, we'll retarget them with your adverts

Your brand and listings as part of more buyer searches

Dynamic retargeting gives you an opportunity to place your brand, messaging and plots in more searches, including:

Filtered searches

Your adverts will appear in buyers search results no matter what additional filters they apply, widening your pool of prospective buyers

Out of area searches

Your adverts will appear in searches that your property listings won't appear in, tempting buyers back to your brand, development and plots

Rightmove Display Adverts also benefit from dynamic retargeting. [See page 13 for more details.](#)

Source: Rightmove Spring Survey 2022, based on 8,941 responses

Best for: Direct Response and Brand Marketing

What is Native Advertising?

Typical banner or display advertising is designed to stand out on the page. Native Adverts are designed to look less like adverts and more like helpful content, increasing engagement.

+63%

in engagement for native advertising within a content page.

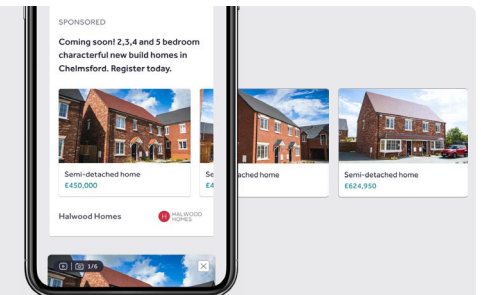
Interactive adverts as part of the Rightmove search experience

Native Search Adverts appear in buyers search results and feature a swipeable carousel to encourage engagement with your content. You can choose to promote your available plots or any marketing message you like...

Property Carousel

Drive direct response

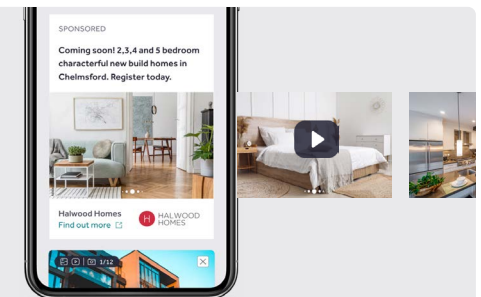
- Automatically promotes your available plots to increase views, leads and ultimately sales
- Send buyers to your Rightmove listings where they can contact you



Developer Carousel

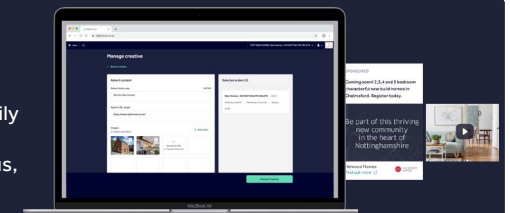
Drive brand awareness

- Complete flexibility over your messaging and images
- Send buyers to your website or listings
- Now with video capability!



An easier way to update your Ads

Our new tool **Ad Manager** allows you to easily edit and update text, images, photos, and videos. Use it to preview, or check the status, of an ad before it is set live.



Source: Verizon Media's study 'Redefining Native'

Brand marketing

Build your brand and exposure with our in-market audience

Best for: Brand Marketing

Display advertising

Banner adverts that stand out on the webpage to reinforce your branding

Local Homepage

- Get seen first - your advert at the start of the buyers' journey
- Grab attention – our biggest advertising space for maximum impact

Featured Developer

- Get seen more - your advert delivered repeatedly on the page buyers visit most
- Attract first time buyers and landlords – put your advert in the lettings search

50%

discount with Gold* & Advanced packages

Additional branding opportunities

More ways to embed your brand in buyers' memories

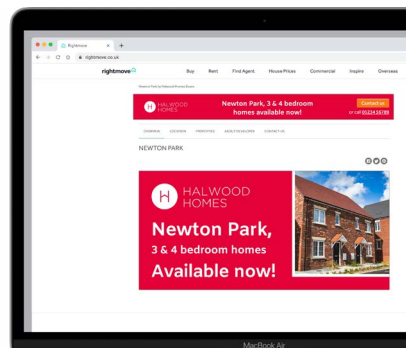
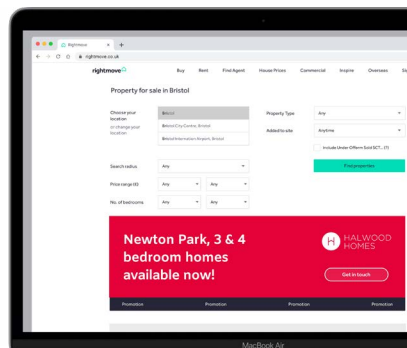
Microsite

- Showcase all your plots, images and developments in one place – on your own branded website within Rightmove to

Brochure Plus

- Make your brand unmissable - additional banner and mid page adverts across all your listings, linking to your microsite

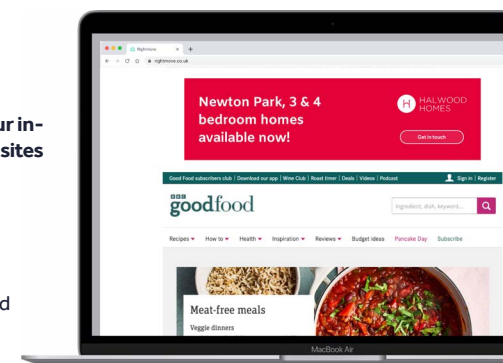
Exclusive to Gold* & Advanced packages



Rightmove Audience Extension

Optimised display adverts delivered to our in-market audience when they visit other websites

- Get seen more – reach Rightmove's audience across when they go on to browse other websites
- Reach the right people – targeted based on the search location buyers use on Rightmove



Our unique formula for delivering quality impressions

We make sure every impression delivered counts. Our formula starts with our in-market audience of buyers, then we add:

High Performing websites

We've whitelisted 20,000 websites after extensive performance testing to only include sites that deliver results, and to exclude sites that could damage your brand's reputation. ... whereas Google Display Network includes over 2 million websites.

Frequency cap

We set our maximum at 10 impressions per lifetime... whereas most media buyers set daily caps. This boosts overall impressions but risks oversaturating your audience and affecting your results.

Minimum viewability

We set our minimum viewability cap at 80%... whereas the industry standard is 50%. That means half your reported "impressions" are ads that load on screen but are outside your vision (e.g. at the bottom of the screen).

* Available for Housing Associations & Registered Providers only

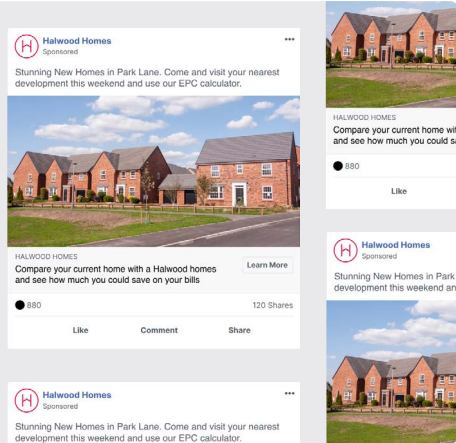
Direct marketing

Reach Rightmove's active, in-market audience in their inbox

Multi-Channel Campaigns

Deliver your message through multiple channels to decision-making buyers

- Boost the exposure of a specific development or plot or offer in the inbox of relevant buyers
- Increase reach and frequency to give you more chance of getting a response
- Target by radius, price range, bedroom numbers and property type



Why our digital marketing campaigns are uniquely effective. It all starts with... Our audience of active home movers.

Engaged	Our self-selected database has opted in to hearing about properties like yours. They're ready to be influenced by your message.
Mobile	70% of Rightmove traffic is on mobile. Re-engage them through the most used mobile channels: email (62%), Facebook (79%) and SMS (100%).
Trusted	In a post-GDPR world, trusted brands are winning. Rightmove branded emails get 5% more opens than the industry average.
Segmented	Narrow down your audience based on bedrooms, budget and areas. Target further with our Investor, Retirement or Overseas databases.

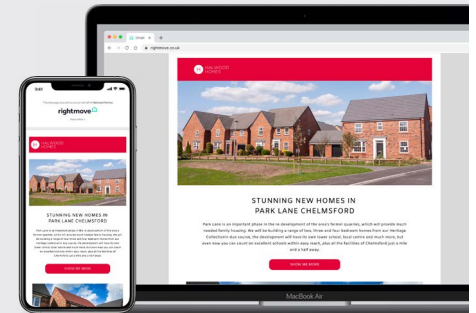
Source: Rightmove Spring Survey 2022, based on 8,941 responses

Best for: Direct Response

Targeted Email Campaigns

Effectively reach a highly targeted group of decision-making buyers

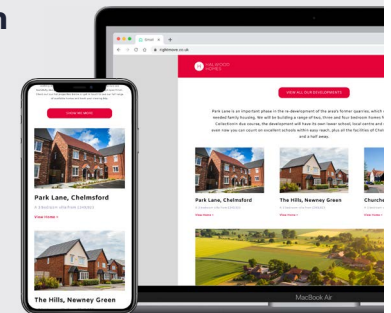
- Promote a specific development, plot or offer in the inbox of relevant buyers
- Target by radius, price range, bedroom numbers and property type



National/Regional Email Campaign

Quickly reach the widest audience of active movers within your selected regions

- Promote several developments at once to a broad audience of movers and support your company-wide message or strategy
- Target a regional campaign at chosen outcodes or a national campaign at all outcodes where you have visible developments

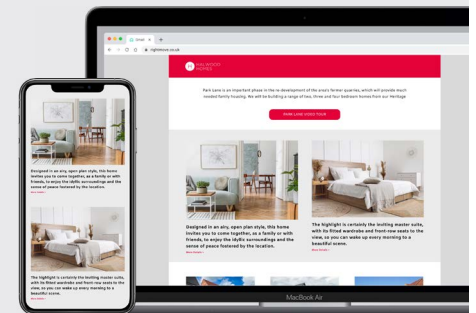


Boost your exposure by adding a Follow Up campaign and Rightmove Audience Extension

Follow Up Campaign

Increase frequency by re-targeting motivated buyers who click on your regional campaign.

- Direct buyers to your website and try new content to entice them to act



Source: Verizon Media's study 'Redefining Native'

Reporting and insights

Self service tools included in your membership

Property Performance

Your at-a-glance guide to how much engagement your listings are receiving. Use this to quickly identify underperforming listings in need of a refresh to boost views.



Leads Reports

The home of all of your Rightmove email and telephone enquiries. Use this for internal reporting or to export lists of applicants for marketing. Activate call recording to use in staff training or just for peace of mind.



Best Price Guide

Your one-stop-shop for valuing a property. Use this to find similar properties that have sold, or remain on the market, to help you price competitively in a given market.



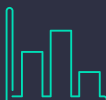
The Rightmove Hub (hub.rightmove.co.uk)

Your go-to place for stats, research and training. Understand the latest market trends, watch live webinars and hundreds of hours of recordings, order marketing material and request changes to your branded advertising products.



House Price Index

Stay in-the-know about the property market with our asking price index based on the UK's largest sample size of properties.



Insights available via your Account Manager

Your Rightmove Account Manager has market-leading tools at their disposal to help you make informed decisions about the marketing of your developments.

Supply and Demand Reports

See how much demand there is for developments you're planning to build. Use this to inform decisions about which developments might need the most marketing support – or to plan where to build in future.



Fair Share Reports

See how your developments are performing against your competitors. Use this to adjust your marketing plan for a development where necessary.



Buyer Insight Report

Discover where you should be targeting your marketing to drive demand from buyers outside your area. Use this to minimise wastage by focussing your marketing on the right areas.



Featured New Home Report

Understand the uplift in detail views you've benefitted from by adding a Featured New Home to your listing.



Your Rightmove product overview

Property marketing

Premium New Home



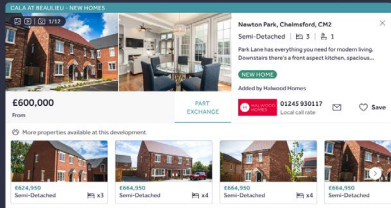
Spotlight



Featured New Home

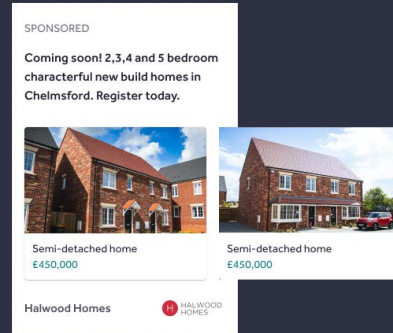


Advanced Development Listing

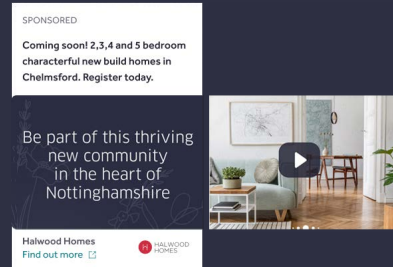


Native Search Adverts

Property Carousel

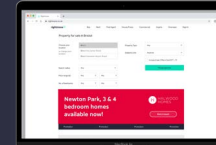


Developer Carousel

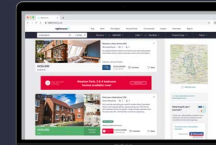


Brand marketing

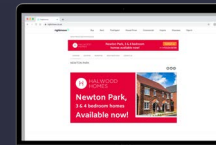
Local Homepage



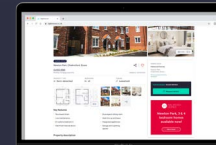
Featured Developer



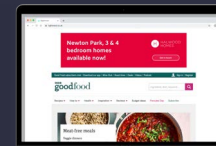
Microsite



Brochure Plus



Rightmove Audience Extension



Brand marketing

Targeted Campaigns



Nation & Regional Campaigns



Follow-up Campaigns

