



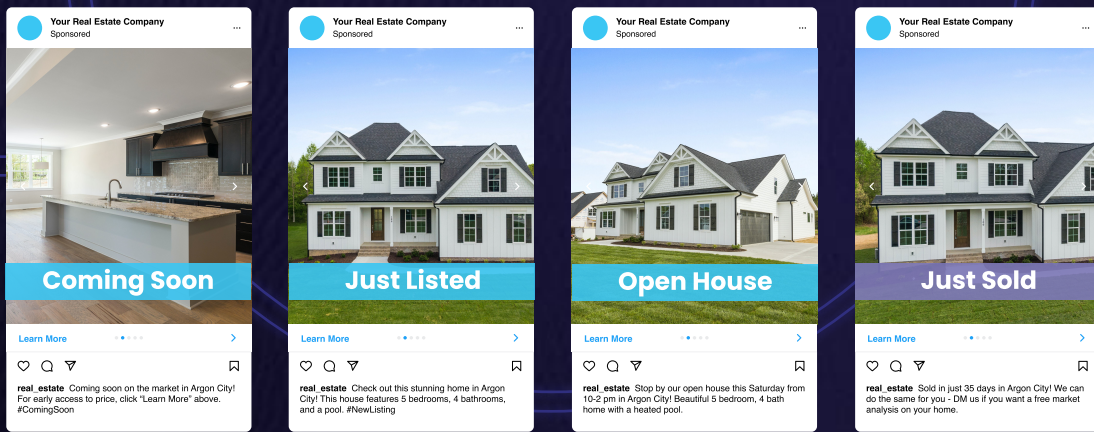
LISTING LIFECYCLE BLUEPRINTS

Effortlessly manage your **listing ads** through every stage

The Listing Lifecycle Blueprint is an innovative solution designed to streamline the management of real estate listing ads. As your listings progress through various stages — from coming soon, active, pending, under contract, to sold — this blueprint automatically updates ad copy and targeting.

This automation saves you time and ensures your marketing is always relevant, without the need for manual updates.





Attract Buyers

Attract Sellers

How does it work?

The Listing Lifecycle Blueprint uses the status of your listings to automatically adjust ad creatives and targeting:

Coming Soon

Build anticipation with targeted ads highlighting upcoming listings.

Active

Attract potential buyers with compelling ad copy and optimized targeting.

Pending/Under Contract

Shift focus to highlight urgency and drive last-minute interest.

Sold

Transform ads to generate seller leads and showcase successful transactions.

Key benefits

Improve ad performance

Enhanced optimization drives more leads at a lower cost. Compared to single listing ads, listing lifecycle campaigns see a 35% decrease in CPL and 5X CVR.

Increase relevance

Ad copy is more specific and targeted, delivering better results. Switches focus from buyer leads to seller leads once a property is sold.

Save time

Ad copy and targeting are automatically updated as listings change status. No need to manually pause old campaigns and launch new ones.

35%
decrease in CPL

5X
conversion rate

Contact us to learn more about **sophisticated, automated digital marketing.**

[Learn more](#)

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