Marketing Cente User Guide

TAKE CONTROL OF YOUR LISTINGS



showcase

cityfeet

Marketing Center User Guide

01	Getting Started03
	Log In To Your Account04
	Create Your Profile05
	Assign a Listing Admin06

02	Add/Edit Listings08
	Add Your Listing09
	Features & Amenities10
	Add A Main Photo11
	Edit An Existing Listing12
	Change Listing Status13
	Change Available Space Status14
	Remove A Listing15

03 Managing Listing Exposure16

Explosure Levels At A Glance	17
Upgrade A Listing	18
Swap A Listing's Exposure	19

04 Managing Your Media20

Add & Edit Documents	21
Add Photos, Floor Plans, & Videos	22
Organize Documents2	23
Access Secured Documents2	24
Upload Secured Documents2	25
Select Security Settings2	26

05	Marketing Tools27
•••	Access Your Leads28
	Create a CDX Mail Campaign29
	Create A Flyer/Brochure32
	View Listing Performance Report33
	A Closer Look At Display Advertising37
	Contact Targeting38



GETTING STARTED

This guide will show you how to utilize key features within Marketing Center, maximize your marketing efforts and increase your listing exposure.



GETTING STARTED

Log In To Your Account

- 1. Access your account through CoStar.com, LoopNet.com, or ListingManager.CoStar.com
- 2. On CoStar.com or LoopNet.com, click Log In in the top-right corner
- 3. ListingManager.CoStar.com will take you directly to a Log In window
- 4. You can always select the **Menu** dropdown on the left-hand side to find your **Marketing Center** dashboard and account **Shortcuts**





GETTING STARTED

Create Your Profile

Build your professional brand with your broker profile page. Your profile is accessible via the LoopNet Broker Directory and features all of your active listings.

Your profile includes your industry focus, professional accomplishments and accreditations. Once updated, it requires zero maintenance, and your expertise will be exposed to millions of visitors each month.

- Click on My Profile from Menu on the left hand side of the page or navigate to the My Profile tab from Marketing Center
- 2. To make any desired updates to your **Profile**, including your professional biography, education, the market or property type in which you focus, your industry associations & honors:
 - a. Make your edits
 - b. Be sure to click **Save** on the top right corner

Menu	🛟 CoSta	r" 🔹 LoopNet	Ten-X [*] showcase ciŢŸĘĘĘŢ	Sign Out Add a Listing	
Marketing	g Center MY LISTINGS LI		NS CDX MAIL		
Edit Pro	ofessional Profile Company Experience	CRE Focus Associations	Links	Save	
	Basic Information Profile Photo	First Name Title Primary Role*Select Primary Role	Last Name REQUEST UPDA	Complete your profile! Join hundreds of thousands of CRE professionals to win new business, exchange ideas and opportunities, and connect with commercial real estate participants.	
	DELETE PHOTO	e.g. Specializing in Santa 140 character limit Office Phone*	Monica Office Leasing		



Assign a Listing Admin

Assign a listing admin to update/edit your listings and access marketing tools to send out email campaigns, create flyers and reports on your behalf, and more.

- 1. In the menu on the left corner, select the Admins tab
- 2. Click on Add an Admin from Your Firm
- 3. Enter the name of your admin
- 4. Select your admin's name if it populates
- 5. If you don't find the person you are looking for:
 - a. Type his or her name in the Admin from Your Firm box
 - b. Click Create New Listing Admin
 - c. Complete the fields with the new admin information
- 6. Click Done
- 7. To remove an admin, click the Remove button next to the admin's name and contact details

≡ Menu	CoStar-	🛟 LoopNet-	CTen-X	showcase ciTYEEET	Sign Out	Add	
Marketing Ce	NTEP MY PROPERTIES MY LIST	INGS LISTING PLAN MY PR	OFILE ADMINS CDX	MAIL		-	
	Admins Add admins that can access and ed	it your listings and properties.		Add an admi	in from your firm		
	Stephanie Adoms Sr. Brokerage Specia	list, Cushman & Wakefield		REMOVE			
	Diana Hernandez Brokerage Coordina	tor, Cushman & Wakefield		REMOVE			
						() Help	



Assign a Company Admin

A company admin is assigned to manage all the listings at a specific office location. They will be able to update/edit all the listings, use all the marketing tools for any broker at that location, and view activity for all listings at the company.

If you want to assign a company admin for your company, please contact your CoStar researcher.



Listing on LoopNet gives you access to the most powerful commercial real estate audience online. Marketing Center puts you in control of your listing, letting you manage your information and exposure across our network of sites including CoStar, LoopNet, CityFeet and Showcase.



How To Add Your Listing

- 1. On the upper right-hand corner click Add a Listing
- 2. Select For Sale or For Lease
- 3. Select the type of listing you would like to list
- 4. In the text box, type the address of your building. Any known properties will automatically populate. You can also search for your listing on the map, by clicking on **Search by Map**
- 5. Once you've found your property, click **Yes, This is My Property**
- 6. Complete the required fields, and click **Continue**
- 7. Select an address, using either Change Entered Address or Use Suggested Address
- 8. You will now be redirected to the listing editor where you can complete the entry of your listing details
- 9. Click Submit to publish your listing

NOTE

To help ensure accuracy in the CoStar database, listings that are not updated or verified at least once every 75 days will be removed.

Basic listings are only exposed to the professional audience using CoStar.

Allow up to an hour for your new listing or changes to an existing listing to appear on our network.



 Ensuring your listings are accurate and up-to-date
 guarantees the most relevant information is in front of the right dealmakers and helps your deals close more quickly.

Features & Amenities

- 1. In the menu on the left corner, select Marketing Center
- 2. Click the listing you would like to edit
- 3. Scroll down until you see **Property**
- 4. For a property: Click Features, click on the toggle and select your amenities, click Save
- 5. For a space: Select the space you want to edit, click **Amenities**, click on the toggle and select your amenities, click **Save**

SACK TO MY PROPERTIES				< PREV NEXT >
3550 Odessa Way, Aurora, CO 8 Listing Space Details Taxes & Opex	80011-8168 Photos Property Highlights	Tenants Contacts		108 days since lost update
Drive Ins	Docks	Cross Docks	Levelators	Listing Completeness
Power	Rail Access	Cranes	Truck Wells	
600a/277-480v 3p 🔻	Yes No		Select 💌	Add Details to Increase Exposure! Complete listings get 4x
APN/Parcel ID		Utilities		more exposure than incomplete listings. Fill in all
1821-26-0-13-001	•	Gas (Natural), Heating (Gas)	, Sewer (City), Water (City), Ligh▼	isting details to maximize exposure.
Features				The following key fields are missing from your listing:
Commuter Rail × Shallow Bay	× Yard × Storage Space × A	ir Conditioning ×		RENT
Property Description Property Description				
3550 Odessa Way presents the o connectivity.	apportunity for a comprehensive inc	dustrial focus with efficient warehousin	ng capabilities and superior	
The Aurora, Colorado, facility offi	fers a 94,659-square-foot space wit 8,371-square-foot, two-story office	th recently completed tenant-ready im	provements. Organizations have	() Help
The sector sector is a sector is	boasts 40-foot by 30-foot column	soacing one rame draw-in pipe dock	doors with levelers, three recessed	



How To Select A Main Photo

- 1. In the menu on the left corner, select Marketing Center
- 2. Click the listing you would like to edit
- 3. Scroll down until you see Property Photos, Floor Plans, & Videos
- 4. Click Manage Attachments
- 5. Select the photo you want as the Main Photo
- 6. Drag and drop this photo to the first position (the far left, in front of all the other photos)
- 7. Make sure, the Main Photo blue text box appears on the photo you selected
- 8. Click Save & Exit



How To Edit An Existing Listing

- 1. In the menu on the left corner select Marketing Center
- 2. From the **My Listings** tab, click on **Edit Listing** for the listing you would like to edit
- 3. Make your desired edits and click Save



How To Change A Sale Listing Status

- 1. In the menu on the left corner select Marketing Center
- 2. From the My Listings tab, click on Edit Listing for the listing you would like to edit
- 3. In the first section of your listing detail, click on the drop down under Status
- 4. Choose your listing status: select either Active, Escrow, Under Contract, or Sold
- 5. Complete the series of fields required
- 6. Click Save

₩enu	CoSta CoSta	r 🔹 🛟 LoopNe	et™ showcase cityfeer
K BACK TO MY LISTINGS			
1450 Scot Freestanding R	et Blvd, Decatur, GA etail C1 For Sale. EDIT NAME	30030	\$ 53,940 Potential Commission
Listing Sale Documents Photos	Property Highlights Tenants Fi	nancials Contacts	
Listing			
Status	Commission	Procurement Fee	Listing Expiration
Active			08/06/2018
Select	Will not be published.		
Active			
Escrow	Price	Cap Rate	NOI
Sold	\$ 899,000		
SE Owner Can Occupy*	Occupancy*	Sale Conditions	
2,316 SF	Available 02/04/2018	Building in Shell Condition	x r
	REQUEST UPDATE		
Sale Notes			
This freestanding retail building	is located near the intersection of Sc	ott Blvd. and N Decatur Rd. a	ind nearby major new devel
_			
-			

How To Change An Available Space Status

- 1. In the menu on the left corner select Marketing Center
- 2. From the My Listings tab, click on Edit Listing for the listing you would like to edit
- 3. Click on **Remove** for the space you would like to update
- 4. Choose the applicable space status: Leased or Withdrawn
- 5. If Leased has been selected, complete the required fields
- 6. Click Done

Menu	🛟 CoStar 🔹 🛟	LoopNet 🕺 🦸	Ten•X	showc <u>ase</u> cityfeet		Sign Out Add	
SACK TO MY PROPERTIES						< PREV NEXT >	
202 Centu	0 Century Center Blvd, I Jry Business Park - 2 - Century Business	rving, TX 7506 Park edit name	52-4905	\$0.00 Potential Commissio	n (i)	152 days since last update Save Confirm up-to-date	
Listing Space Details To	axes & Opex Photos Property Highlights	Tenants Contacts					
Listing	Commission	Procurement		Listing Expiration		Listing Completeness	
Direct	 ▼ % 	%	ee	MM/DD/YYYY	曲	7070	
	Will not be publish	rd.	Will not be published.	W9// n	ot be published.		
Available Spaces Floor & Suite Ist ISpace	Space Available Bidg Contig 23,700 SF 23,700 SF 23,700 SF	Use Industrial	Rent	Add Anot Status Active COPY	her Space	Add Details to Increase Exposure Complete listings get 4x more exposure than incomplete listings. Fill in all listing details to maximize exposure.	l
Taxes & Operatin _{Year}	g Expenses Taxes SF/Yr	 Other Expense 	rs SF/Yr▼	Total		SPACE ATTACHMENT	
2023		\$					



How To Remove A Listing

- 1. In the menu on the left corner select Marketing Center
- 2. From the **My Listings** tab, click on **Remove Listing** beneath the listing you would like to remove
- 3. Select the reason the listing is being removed
- 4. Follow the prompts to provide details regarding the sale or lease transaction if applicable
- 5. Click Done

P Vou can also remove listings and update space/unit statuses directly from the My Listings tab by clicking on Remove Listing or expanding the sale information (View Sale Info) or lease information (View Lease Info)

	Days Since Last Update 102 Edit Listing Confirm up-to-date	90 Day Views 28,753 Want to improve?	Marketing Quality Weak Want to improve?	Marketing Tools Create Email Compaign Create Envir Create Fiver Listing Performance	Exposure Level Silver The leting appears on Coltar and Leophiel Cet More Exposure	
VIEW SALE INFO V REMOVE LISTING						
5801 N Pima Rd - Chap For Sale \$35,450,000.00	arral Commerce Center III, 8% Cap Rate Active	Scottsdale South Subm	arket - Office 🔂			
MANAGE PHOTOS	Days Since Last Update 102 Edit Listing Confirm up-to-date	90 Day Views 32,541 Want to improve?	Marketing Quality Weak Want to improve?	Marketing Tools Leads Create Email Compaign Create Pyer Listing Performance	Exposure Level Silver Pris lang appears on Californ or Laposteri Cet More Exposure	
VIEW SALE INFO V REMOVE LIS	TING					
5601 N Pima Rd - Bldg / For Sale \$33,170,000.00	A, Scottsdale South Subma 8% Cap Rate Active	ket - Office 🗇				
	Days Since Last Update	90 Day Views	Marketing Quality	Marketing Tools	Exposure Level	



MANAGE LISTING EXPOSURE

Manage your listing's exposure across our entire network. Basic listings are shown only on CoStar, to **188K** professionals. Silver, Gold, Platinum and Diamond listings are displayed on CoStar, LoopNet, CityFeet and Showcase and on our exclusive partner websites.

MANAGING LISTING EXPOSURE

Exposure Levels At A Glance

LoopNet exposure + listing features	DIAMOND	PLATINUM	GOLD	SILVER	BASIC
Exposure	Up to 1,150x	Up to 300x	Up to 56x	Up to 12x	1x
Placement in search results	1 st	2 nd	3 rd	4 th	_
Property retargeting ads	•	•			
Prospect match targeting ads	•	•			
Contact upload targeting ads	•	•			
Broker logo in search results	•	•			
Exposure on CityFeet and Showcase	•	•	•		
Exposure on newspaper partner sites	•	•	•	•	
CoStar exposure to professional network					
Listed in CoStar search results	•	•	•		
Priority sorting in search results	•	•			
CoStar home page and banner ads	•	•			
CoStar banner ads in additional submarkets	•				
Placement in CoStar's newsletters	•	•			
Media packages					
Professional photo shoot	•	•	•		
Aerial drone photography	•	•	•		
3D virtual tours	Up to 4	Up to 2			
HD video tours	•				
Custom content					
Custom curated content	•	•	•		
Broker branding and bios	•	•			
About the owner, owner logo *		•			
Neighborhood description	•	•			

* Diamond and Platinum also offer the owner the ability to display other properties in their portfolio.

MANAGING LISTING EXPOSURE

How To Upgrade A Listing

- 1. In the menu on the left corner, select Marketing Center
- 2. Locate the listing you want and select Get More Exposure to the right of the listing
- 3. Select the level of added exposure you want to give your listing and complete the purchase by following the prompts to complete your upgrade





MANAGING LISTING EXPOSURE

How To Swap A Listing's Exposure

If you need to reallocate a Silver slot to a new listing you can use the **Swap** feature.

Available for Premium Plan Subscribers Only

- 1. In the menu on the left corner, select Marketing Center
- 2. On the top of the page, click on Swap Listings
- 3. Select the **Basic Listing** you would like to upgrade in the first box
- 4. Select the Silver Listing you would like to downgrade in the second box
- 5. Click Swap Listings



NOTE

When you downgrade a listing to Basic, it is no longer displayed on LoopNet, CityFeet, and Showcase. Any links previously created or shared for this listing will no longer be accessible to non-CoStar subscribers.



Listing on LoopNet gives you access to the most powerful commercial real estate audience online. Marketing Center puts you in control of your listing, letting you manage your information and exposure across our network of sites including CoStar, LoopNet, CityFeet and Showcase.

How To Add & Edit Documents

- 1. In the menu on the left corner, select Marketing Center
- 2. Click the listing you would like to edit
- 3. To add new brochures and other documents:
 - a. Scroll down until you see
 - Brochures & Other Documents
 - b. Click Manage Documents
 - c. Click Add Brochures & Other Documents
 - d. Select the document(s)
 - e. Click Open

TIP You can select and upload more than one file at a time by dragging them into the Add Brochures & Other Documents space or by holding down Ctrl when selecting the files

K BACK TO MY LISTINGS			< PREV NEXT >
5701 N Pima Rd & Loop 101, Scott	sdale, AZ 85250		102 days since last update
Listing Sole Documents Photos	Property Secure Information Financials Tenants Highlights Con	tocts	
Brochures & Other Docume	ents	Manage Documents	Listing Completeness
	BROCHURES & OTHER DOCUMENTS or drag and drop here.		Add Details to Increase Exposure!
			Complete listings get 4x more exposure than
Property Photos, Floor Plan	ıs, & Videos	Manage Attachments	incomplete listings. Fill in all listing details to maximize exposure.
1000	E LAND S MAN		The following key fields are
			SALE ATTACHMENT MAJOR TENANTS
Primary Photo	Building Photo Building Photo	Building Photo	
Property			
Property Type	Secondary Type		
Office	Select		
REGUEST	UPDATE		(D) Hele

NOTE

For property for lease: you can add brochures and attachments to either the space or the property level

For condos: documents can only be added at the unit level

How To Add Photos, Floor Plans, & Videos

- 1. In the menu on the left corner, select Marketing Center
- 2. Click the listing you would like to edit
- 3. To add new property photos, floor plans, and videos:
 - a. Scroll down until you see Property Photos, Floor Plans, & Videos
 - b. Click Manage Attachments
 - c. Click Add Photos, Floor Plans, & Videos
 - d. Select the document(s)
 - e. Click Open
 - f. Click Done

NOTE

You have the option to either upload photos from your computer or images from the CoStar library





How To Organize Documents

- 1. In the menu on the left corner, select Marketing Center
- 2. Click the listing you would like to edit
- 3. Scroll down until you see Brochures & Other Documents
- 4. Click Manage Documents
- 5. On the top section of the page select All
- 6. Drag and drop the documents to organize them in your preferred order
- 7. Click Done

				and and the second	
PUBLIC FILES	Property > Documents				
 Property 	B Documents				Upload Files
Photos & Videos Documents	18				
SECURE PILES					
 Data Room 		Drag and dra	op your brochures and documents h	cro	
🗀 Offering Memorandun	10 C				
🗀 Market Information					
Operating and Financi	ols				
Purchase Agreement	1				
Third Party Reports					
Title and Insurance					
Miscellaneous					
Investigations					
_					

Access Secured Documents Through Data Room

The **Data Room** is a powerful tool for investment sale brokers, providing comprehensive due diligence to prospective investors while ensuring confidentiality.

By enabling electronic signing of confidentiality agreements and immediate access to valuable information, it streamlines the process, expedites negotiations, and enhances the overall investment experience.



How To Upload Secure Documents

- 1. Go to your Listing in Marketing Center
- 2. Find the section titled **Data Room**
- 3. Click Manage Data Room Files
- 4. Click **Upload Files** or simply drag and drop your document into the corresponding folder
- 5. Use the default folder set, or go to **Settings** to create your own.
- 6. You can remove folders by clicking the ellipsis

	Secu	the required access leve	l to allow viewing of Data Room files	, Financials, and Ma	ajor Tenants.	
	Choo to the Secur listing Leads	lic sing 'Public' gives all Users acce e information entered within the e information section for this g and does not generate Secure 5.	Registration Users must register their contact information . User contact information will be shared as a lead.	O Confidentia Users must also standard electr agreement. Vie	lity Agreement o sign the CoStar onic confidentiality w	Approval Required Listing contacts must approve each confidentiality agreement.
	Data	a Room 🔒 ffering Memorandum	🗖 Market Infor	mation	D Ope	Manage Data Room Files
ment Manager - 200 E	Amite St	- Jackson, MS	This Party 1	eporte ¢	Cancel	Save & Exit
FILES rty 12 25 & Videos 11	You've Data Roo	e started with the default folder set. <u>C</u> m	<u>lick here</u> or go to Settings (�) in the main toolbar to s	witch to your own.	Got	
ments 1 red		Name		Level 2 Access Required	Modified	
		Differing Memorandum	0 Files	No.	11/04/2020 9:43 AM	
FILES		Investigations	0 Files	No 🔻	11/04/2020 9:43 AM	
ering Memorandum		Market Information	0 Files	No 🔻	11/04/2020 9:43 AM	
estigations		Operating and Financic	0 Files	No 🔻	11/04/2020 9:43 AM	
erating and Financials		Purchase Agreement	0 Files	No 🔻	11/04/2020 9:43 AM	
chase Agreement		Third Party Reports	0 Files	No 🔻	11/04/2020 9:43 AM	
		Title and Insurance	0 Files	No 🔻	11/04/2020 9:43 AM	
rd Party Reports		Miscellaneous	0 Files	No 🔻	11/04/2020 9:43 AM	
iird Party Reports 'le and Insurance scellaneous						

Selecting Security Setting

- PUBLIC: Any documents or data you post within the Secure Information section will display for any users on CoStar or LoopNet. This security option does not restrict access to any information, and does not generate leads.
- 2. **REGISTRATION**: Potential investors reviewing your listing in CoStar and LoopNet would be required to provide their contact information to access any of the data posted in the secure information section. This contact information will be shared with you as a lead, specifically under the Secure Leads section.
- **3. CONFIDENTIALITY AGREEMENT:** Interested investors must execute an electronic confidentiality agreement to access any of the secure information.
- **4. APPROVAL REQUIRED:** This requires investors to share their contact information, execute a confidentiality agreement, and be approved by one of the listing contacts.

There is an email workflow to handle the request/approval process, but approval can also be granted on the Secure Leads report.





LoopNet is here to help you put your best foot forward with user-friendly marketing tools and performance reports.



Access Your Leads

When tenants and investors are interested in your property, they can reach out to you directly by sending you a message via LoopNet, CityFeet, or Showcase.

Available for Silver, Gold, Platinum, and Diamond Listings

- 1. In the menu on the left corner, select Marketing Center
- 2. From the **My Listings** tab, locate the listing for which you want to view a list of leads. Within the **Marketing Tools** section click on **Leads**
- 3. To see the full lead message, click on it
- To reply to your lead, click **Reply**.
 Note: This will launch your default mail program
- 5. You can also export your leads by clicking on Export at the upper right corner



NOTE

You will receive an email alert each time a lead is submitted on LoopNet, CityFeet, and Showcase.

Create CDX Mail Campaign

CoStar Direct Exchange (CDX Mail) allows you to share your listings directly with commercial real estate professionals interested in properties like yours as well as contacts within your personal network.

- In the menu on the left corner select Marketing Center
- 2. Go to the CDX Mail tab
- 3. Select **New Campaign** at the top right to create a new campaign
- 4. Choose the listing for which you would like to send a new campaign
- 5. Enter a campaign name

- Use the From Contact drop down to select the email address from which the campaign will be sent. The campaign can be sent by any brokers or owners listed as contacts
- 7. Enter a subject line for your campaign
- 8. Once finished click **Continue**



- 9. Select a **template** for your campaign
- 10. Customize your email
 - a. To change the color theme of the email
 - 1. Select the color dropper at the top right
 - 2. Once selected click on the x at the top right
 - b. To select a new photo
 - 1. Click the image icon at the top right of your photo
 - 2. Select from the photos available
- 11. To preview your email campaign, click on the **Preview** toggle at the top right of the screen
- 12. Click **Continue** at the top right
- 13. To send yourself a test email
 - a. Enter your email in the **Email** field under the send email subject header
 - b. Click Send Test
- When satisfied with your email click on Send Now at the bottom right

Above the **Send Now** button, you can see a preview of the number of recipients for your email

You can also access CDX Mail from the My Listings tab by clicking on Create Email Campaign from the Marketing Tools section of the listing summary.

- 15. To track your CDX Mail campaign results
 - a. Go back to the CDX Mail tab
 - b. You will see your email campaign performance (sent, delivered, opened)
 - c. Click on the campaign to access more details
 - 1. View the delivery, open and click
 - rates of your campaign
 - Track your listing exposure from the moment you send your email over time via a comprehensive chart

Campaign Detail New Campaign test camp	s > Template > Customi aign	ize > Test & Send
Sele 1 Photo 3 Photos	ect Template Portrait	1 Photo Template Email template designed for listings wit

NOTE

Once an email campaign is sent, it cannot be modified. A previously sent campaign for any listing can be recreated, modified, and resent after 30 days. If this listing is held jointly with another firm, they can also send a campaign afterward but they will only be able to send the campaign to their own contact list since the firm who sent the first email used the CoStar Audience List already. Both firms will have their own separate 30-day restrictions.

Responses to your email campaign will not appear within your leads dashboard, so be sure to save contact information from direct responses.

View Existing CDX Mail Campaigns

- 1. In the menu on the left corner select Marketing Center
- 2. Navigate to the CDX Mail tab

- 3. From the Campaign Summary you can view a high-level summary of each of your existing campaigns
- 4. By clicking on View Campaign you can get more in depth insight into the performance of your campaign including Delivery Rate, Open Rate, Click Rate, Audience Summary and a report of Listing Performance prior to and since the campaign was sent

ampaigns Emails Opens	s Clicks				
Select an existing listing or sea	rch by name or address. Q Campaign Status	Listing Type	•	Sent By	•
	Fort Myers, FL - 060523 Sent: Monday, June 5, 2023 at 02:02 PM Joey Blakley Fort Myers Development Opportunity	Sent 536	Delivered 78.7%	Opened 30.8%	View Compaign
	Austin, TX - 053123 Sent: Wednesday, May 31, 2023 at 02:59 PM Stuart Ashmun Property for Lease - Austin, TX	Sent 1,072	Delivered 79.9%	Opened 31.5%	Vlew Campaign
11111	Arlington, TX - 053023 Sent: Tuesday, May 30, 2023 at 03:20 PM Stuart Ashmun Religious Property for Lease - Arlington, TX	Sent 1,410	Delivered 81%	Opened 30.4%	View Campaign
	Laredo, TX - 053023 Sent: Tuesday, May 30, 2023 at 02:22 PM	Sent 544	Delivered 81.3%	Opened 36.9%	View Campaign

Create A Flyer/Brochure

- 1. In the menu on the left corner, select Marketing Center
- 2. Locate the listing for which you want to create a flyer/brochure, and select Create Flyer to the right of the listing
- 3. Choose from the customizable templates to create a property flyer/brochure for your listing and click Use This Template
- 4. To adjust the content of your flyer/brochure, scroll down to the paragraph or text you would like to edit
- 5. Click on the paragraph or the text and make your adjustments
- 6. Once you've made your edits, click Print, Download as PDF or Get a Link to Flyer to share with your clients.





NOTE

Online links are valid for six months.

Every report created is a static snapshot of the content of your listing at the time of creation. Edits made to the listing will not reflect in existing reports and flyers.

View Listing Performance Reports

Our detailed reports give you an in depth look at how your marketing efforts are impacting your listing exposure and driving interest.

- 1. In the menu on the left corner, select Marketing Center
- 2. From the **My Listings** tab locate the listing for which you want to view a performance report.
- 3. Within the Marketing Tools section click on Listing Performance
- You can share or print your report by clicking on Share Report or Print Report at the top of the page

NAVAGE PHOTOS	Days Since Last Update 102 Edit Listing Confirm up-to-date	90 Day Views 27,918 Want to improve?	Marketing Quality Weak Wan: to improve?	Marketing Tools 15' Leads 15' Creats Email Campaign 16' Creats Phyre 16' Listing Performance	Exposure Level Silver The lating appears on Caffer and Leophet. Get More Exposure
REMOVE LISTING					
3030 N Central Ave - 30	030 North Central, Midtown	Submarket - Office 🔂			
	Days Since Last Update 102 Edit Listing	90 Day Views 47,853	Marketing Quality	Marketing Tools	Exposure Level Silver This lating appears on Cathar and LeapNet
MANAGE PHOTOS	Confirm up-to-date	Want to improve?	Want to improve?	Listing Performance	Get More Exposure
VIEW SALE INFO Y REMOVE LISTING					
		oark Submarket - Office	•		
For Sale Price Not Disclos	render HDQ, Scottsdale Airj ed Active				
17600 N Perimeter Dr -	render HDQ, Scottsdale Air				

Use the toggles to switch between Impressions and Detail Views and change the timeframe from weekly to monthly

TIP



Listing Performance Report **Key Features**



5 | Activity Summary

View a clear, comprehensive summary of your listing's key performance indicators in real time.



7 | Proactive Targeting

Here you can view the top companies we have targeted on your behalf using our proprietary algorithms and industry-leading database, ensure your property is matched to relevant prospects and proactively targeted across the web.

8 | Detailed Prospect Engagement

Receive detailed prospect information to identify who has engaged with your listing and discover other properties they have viewed.



Gain insights about the prospects who visit your listing. See a cross-channel report featuring frequency, geographical and other details.



A Closer Look At Display Advertising

CoStar 😧 LoopNet 🛟 Ten-X

showing extremely

Intelligent Match Targeting

LoopNet's intelligent prospect match technology puts your property in front of the most relevant audience using CoStar's proprietary transaction data.

This enables LoopNet to proactively display your listing to propsects with a high probability of leasing or purchasing your property.

Contact Upload Targeting

Using our targeting platform, you can upload your valuable network of contacts and maximize the number of quality prospects that are shown your property digitally.

Make sure your highly curated list of prospects sees your listing on numerous sites.

Retargeting

This robust feature delivers repeat exposure across the web to the most engaged tenants and investors searching LoopNet.

When prospects view your listing on LoopNet they are then retargeted on sites like the New York Post, CNN, Business Insider, and millions more.

Upload Contact Targeting

Contact targeting is an option we have added to our proactive targeting features. This feature allows listing contacts to upload lists and opted them into our display advertising efforts, alongside the list of highly qualified prospects that our database has identified.

Available for Platinum and Diamond Listings

- 1. In the menu on the left corner, select Marketing Center
- 2. Click Manage Targeting
- 3. Click Upload
- 4. Type in your list name
- 5. Drag and drop or upload your CSV file
- 6. Click Continue

 If you are having trouble with uploading your file, try
 uploading your list using our template. Simply click the Template button to download.

ARKETING CENTER		Add Contacts X	
	1121 19th St N Arlington, VA 2220 Le Meridien Arling Hotel 151 Room:	Enter Group Name Work Contacts 50 characters maximum	argeting proach We target both our inter ase and your provided contacts.
This property currently targets the ch Contact Targeting List Checked contacts will be targeted with a CoStar Broker/CRE Professic		SELECT A CSV FILE TO UPLOAD or drag and drop here codatafer L product_catalog.csv	the Web Your Listing will be sho cts when they are browsing othe ver the internet.
		First Name, Last Name, Email Address, and Company are required fields. City optional. CSV format is required. We encourage you to use this template to ensure successful upload. How this works: Upload a contact list per listing, and we will target your contacts on your behalf.	

FOR QUESTIONS OR MORE INFO:

Contact your Account Executive or call 1-833-399-6604

