

For more information or to advertise on the New Developments section on Domain please contact your Account Manager or call Sydney 02 9282 1350 / Melbourne 03 8667 2000.



New Developments

Showcase your properties to the right buyers
in our New Developments section

THE COMPLETE PACKAGE FOR DEVELOPERS AND BUYERS

New Developments is a specialised solution for advertising new residential developments and home estates to Domain's extensive residential audience. With a sleek new look, and new suite of user features, the site drives brand presence and user engagement across Domain's online platforms.

New Developments has been revamped and repositioned to provide a dynamic sales experience, connecting your campaigns with the right buyers to deliver you more leads.

NEW FEATURES

- 1 HOME PAGE** (Landing page of 'New Developments')
A totally redesigned homepage with an improved search experience and a suite of new advertising products. Our new search tool ensures buyers find what they are looking for, delivering you more, quality leads.
- 2 SEARCH RESULTS PAGE**
The search results page boasts larger images, a sleek design and strong brand identity for your business. A handy comparison tool and property location map also keeps buyers engaged by providing them useful information about your developments.
- 3 PROPERTY DETAILS PAGE**
The Property Details page combines innovation with design to create a dynamic new property listing page. Large images, interactive features and interlinked development listings ensure buyers are engaged and informed. Development project banner and company logos deliver strong brand prominence.
- 4 COMPANY PROFILE PAGE**
The company details page showcases your company and development listings. Buyers land here when they click your company logo.
- 5 VIDEO**
In addition, agency and property video products are available to compliment your next campaign.

ADVERTISING OPPORTUNITIES

There are a number of advertising opportunities across the HOME PAGE and SEARCH RESULTS PAGE that deliver on brand and relevance.

- The 'Lumiere' delivers maximum impact with a rotating 5-image gallery to showcase your new residential development or home estate.
- These stylish new State and Region based positions put your developments prominently in front of buyers.
- The 'Island' provides another homepage option to deliver your message to property seekers.

