

eMarketing Analytics Report

JULY 2016 | COLDWELL BANKER RESIDENTIAL BROKERAGE | COLDWELLBANKERHOMES.COM

ColdwellBankerHomes.com

There's strength in numbers. Millions of visitors annually flock to ColdwellBankerHomes.com, where we collectively drive traffic and increase exposure for our listings.

500,000

Google StreetView Maps Viewed



July Activity

9.2 Million Visits
14.1 Million Listing Views
4,879 Saved Searches
121,229 Saved Properties
9,588 New Registrations

Last 12 Months

84.8 Million Visits
132.4 Million Listing Views

Source of today's buyers

Today's homebuyer can come from just about anywhere. That's why ColdwellBankerHomes.com is optimized for search engines, which increases traffic and exposure.

How do buyers get to ColdwellBankerHomes.com?

Search Engine: **6,743,845**
 Direct-to-Site: **1,113,385**
 Partner Sites: **134,489**
 Email: **517,039**
 Other: **1,513,826**

Worldwide Traffic

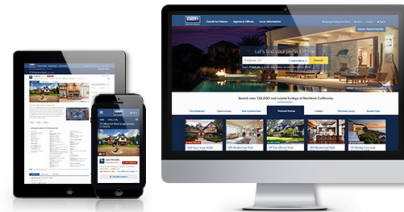
- | | |
|------------------|----------------|
| 1. United States | 6. Australia |
| 2. Canada | 7. Philippines |
| 3. UK | 8. Mexico |
| 4. India | 9. France |
| 5. Germany | 10. Brazil |

Consumers from 6 continents and 224 countries visited ColdwellBankerHomes.com 9.2 million times.

Mobile friendly

More than half of ColdwellBankerHomes.com's visitors view the site from mobile and tablet devices, which is why the site was designed for screens of all sizes.

55% Mobile

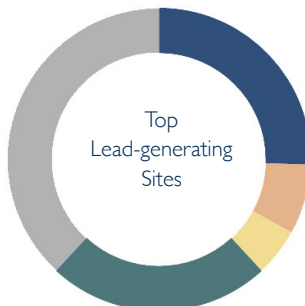


41% Desktop

More eyes this way...

When homebuyers are searching, Coldwell Banker wants to make sure its properties are seen. In addition to ColdwellBankerHomes.com, listings are also on hundreds of real estate sites - including the leading industry sites with which Coldwell Banker has partnerships. Coldwell Banker's strategy means more eyes on its listings.

- **43%** Zillow/Yahoo
- **24%** Coldwell Banker Websites
- **21%** Realtor.com
- **7%** Trulia
- **5%** Other



Additional property views on partner sites

44.8 Million

13.9 Million

4.2 Million

1.6 Million