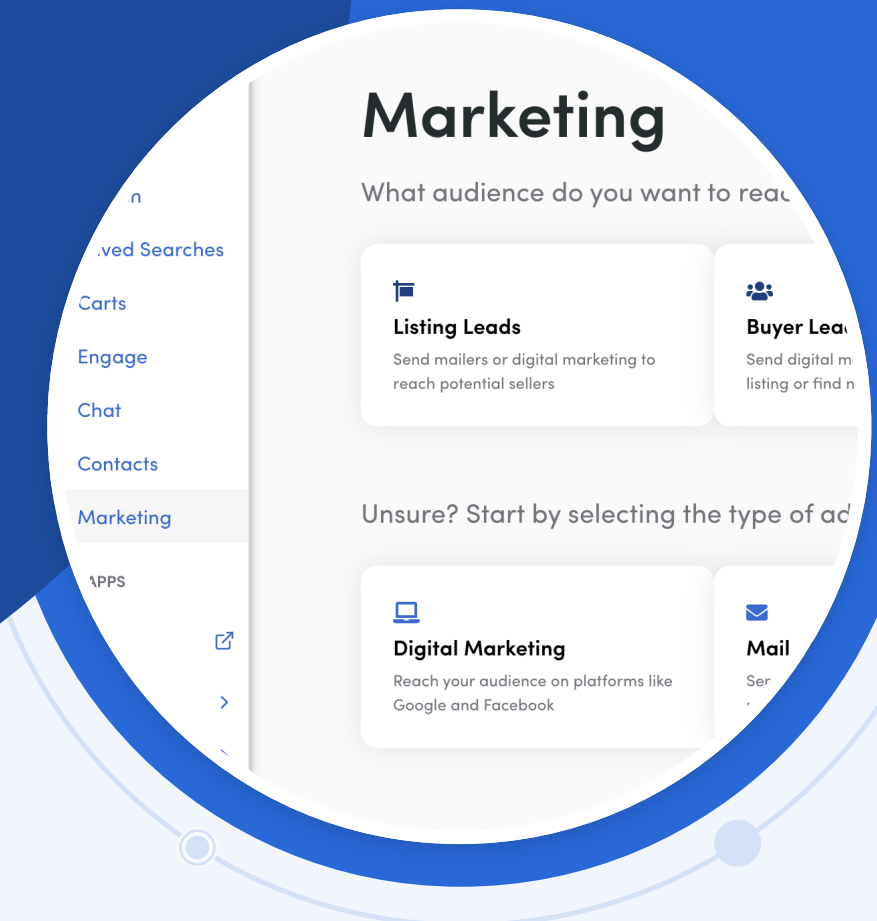# Digital Marketing with Remine

remine

Promote listings and create brand awareness with Facebook and Google Ads directly from your Remine Pro account. Remine's collaborative marketing platform integration makes digital marketing streamlined for agents and brokers. Create highly effective digital advertising campaigns in just a few clicks.

## The Remine Difference

When using Remine's Marketing Center you can expect a more efficient and optimized digital marketing experience than utilizing Facebook and Google's tools alone. Take advantage of blueprints built specifically for real estate professionals that maximize your ROI, the backing of MLS data for up to date and simplified ad creation, and real time analytics that keep you informed on your audience and results.



# Features At A Glance

### AUTO-POPULATED BLUEPRINTS

Save time and create targeted ads in minutes with blueprints built by industry professionals for agents and brokers. Simply utilize MLS data to auto-populate your desired listing and follow the step-by-step ad creation process to customize your blueprint.

### AD OPTIMIZATION

Ads created in Remine's Marketing Center are shown to the most relevant users and best audience based on machine learning. Utilize the power of Remine's digital network to benefit your business while showing your listings to more interested leads.

### REAL-TIME LEAD NOTIFICATIONS

Respond to leads quickly with notifications sent directly to your phone. Remine's SMS lead notifications help you stay engaged with active leads from ads even when you're away from your desk.
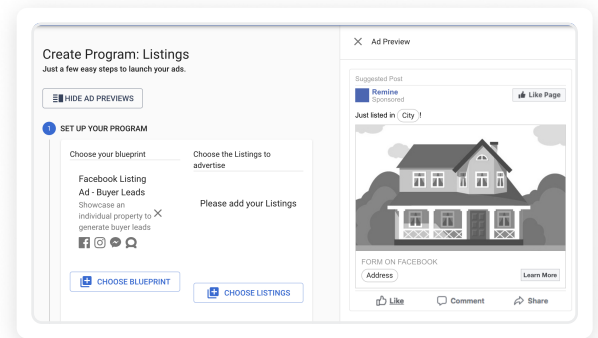
### REAL-TIME ANALYTICS

Track your ad's progress, adjust your ad spend, and tap into the data available through Remine's real-time ad analytics.
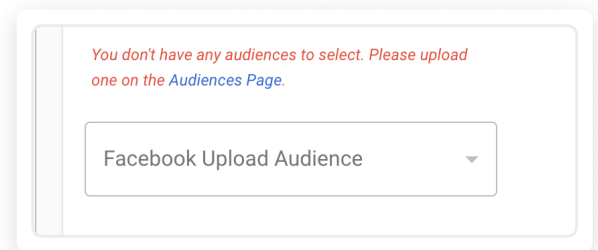
# Feature Highlights

## AD CREATION, MANAGEMENT, & OPTIMIZATION

- Dynamic ad previews and creative optimizatios
- Google geo-based keyword expansion
- Failure resilient program creation and scheduling
- User program editing and cancellation
- Dynamic input data collection and pre-population
- Geographic Search Integration
- Content-driven input data population
- Media gallery
- Facebook publishing across all placements inlcuding automatic placements
- Facebook page linking
- Offline conversion optimization
- Display and search network
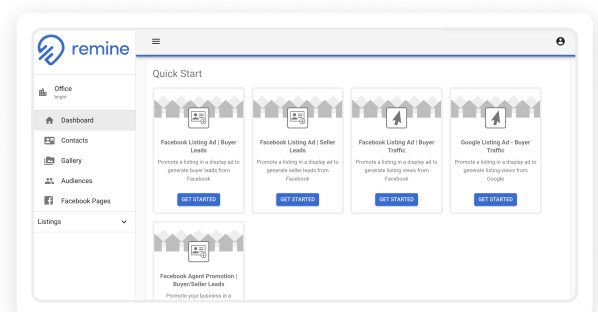- Google account auto-creation, association, and management

## AUDIENCE MANAGEMENT

- Retargeting audience creation
- Lookalike audience creation
- Manual audience import
- CRM audience bridge
- Salesforce audience bridge
- Audience access permissions

## BLUEPRINTS ENGINE

- Highly dynamic publishing workflow
- Concurrent publishing capabilites to manage large scale campaigns
- Failure tolerance/resilience through dynamic retry logic
- Ability to onboard new channels easily due to plug in architecture
- Flexible design for pulling data from disparate sources
- Modular design enables easy addition of Blueprint Editor feature enhancements
- Fine-grained program change log that enables easy operational management

## REPORTS, ANALYTICS, & NOTIFICATIONS

- Leads augmentation, routing, and management
- Internal email and SMS notifications
- External email and SMS notifications
- Standard reports
- Insights center