

→ why mobile...for property

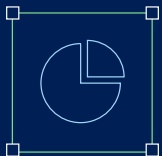
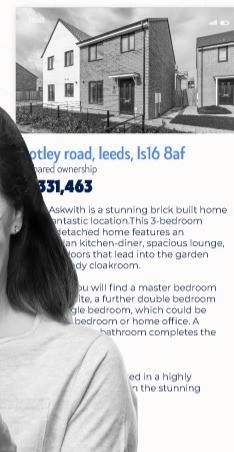
mobile phones are a huge part of our daily lives, and an extension of ourselves. we can be productive, social or relax, depending on which app we open.

what's more, our mobiles continually learn about our preferences, habits and interests, building an understanding of who we are, without identifying us as individuals.

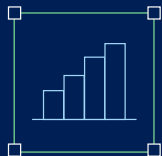
it's this anonymous, gdpr compliant, profile of users which makes mobile advertising so effective.

you can reach a broad, but still highly targeted, bespoke audience at any time, anywhere.

this goes far beyond the capabilities of more traditional media, meaning your target market is more likely to be aware of your key messages and your ad spend is directed to the right places.



three quarters of buyers reported finding their homes on their phones.



june 2024 - zoopla mobile traffic was **64.52%**



80% of home buyers use their mobile phones throughout the search.



buyers typically search for **8 weeks.**

fonemedia

➔ mobile customer journey

regardless of purchase weight/level of consideration, mobile plays a fundamental role in consumer research and consideration.



awareness

mobile phones play a key part at the research stage for home seekers



interest

repeated brand exposure aimed at the right audience/s can result in increased levels of engagement



consideration

an engaged audience is more likely to take the next step towards action



evaluation

from the initial awareness, with the right message and your brand front of mind, we increase the propensity for action

