

# → why mobile...for property

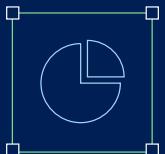
mobile phones are a huge part of our daily lives, and an extension of ourselves. we can be productive, social or relax, depending on which app we open.

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.

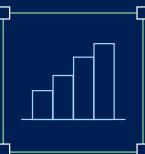
it's this anonymous, gdpr compliant, profile of users which makes mobile advertising so effective.

**you can reach a broad, but still highly targeted, bespoke audience at anytime, 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.



stretton avenue, leeds  
£550,000

Explore Stretton Avenue, this family haven is tucked away in a private setting. With generous living space and 6/7 bedrooms, this home offers the ultimate in privacy.

Nestled along a secluded road, boasting only three residential properties, Stretton Avenue unveils an exceptional residence. Spanning a generous footprint, this home promises an exceptional experience.

Upon entry, the property reveals a bright and spacious living room, perfect for entertaining. Benefiting from natural light, the room is complemented by a modern kitchen, featuring Siemens integrated appliances, providing a room for hosting and socializing.

call agent

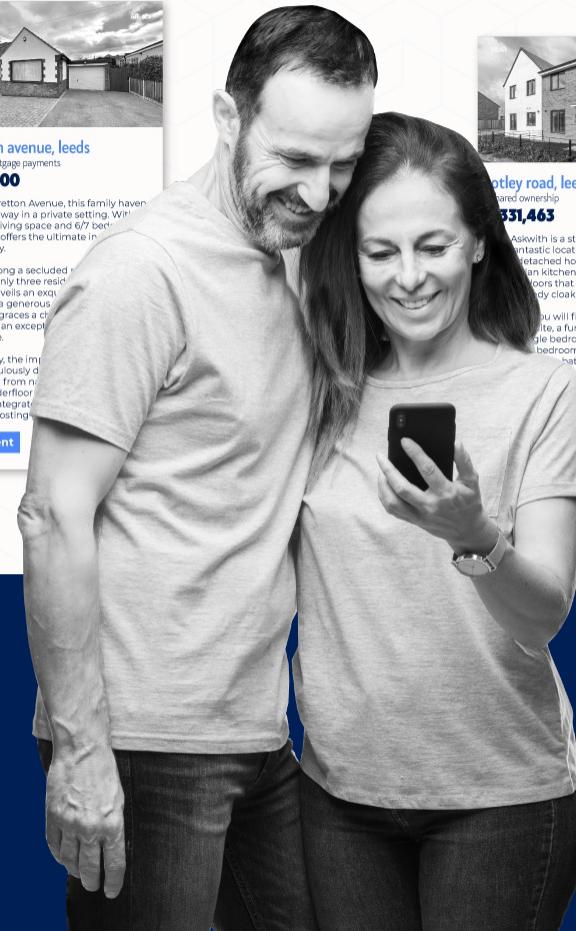


botley road, leeds, ls16 8af  
£31,463

Aswick is a stunning brick built home in a sought-after location. This 3-bedroom detached home features an open-plan kitchen-diner, a spacious lounge, and a conservatory that leads into the garden.

Upstairs, you will find a master bedroom with an en-suite bathroom, a further double bedroom, a single bedroom, which could be used as a home office. A family bathroom completes the

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**fonimedia**

# → 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

