

COMMERCE

## Caimeiju accesses Baidu advertising to enhance real estate connections

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*Property listing on Caimeiju*

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By JOE MCCARTHY

Real estate service provider Caimeiju is enhancing its ability to reach Chinese clients through new campaigns on the country's preeminent search engine Baidu.

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**Luxury Daily**

The process for foreign companies to get approval to market on the platform is difficult, according to Caimeiju, making access particularly promising. Since Baidu controls the majority of search flow in China, the company's likelihood of garnering attention will grow exponentially.

"We've been organically indexing luxury real estate on Baidu for years, and this move gives us the ability to provide immediate targeted premium position to search results for our luxury real estate clients," said Jeff Toth, founder of [Caimeiju](#), San Diego.

"So dedicated luxury property landing pages can now be directed to specific Chinese search query's, whether that be a luxury development like The Century, or a luxury real estate brokerage like Pacific Sotheby's International Realty," he said.

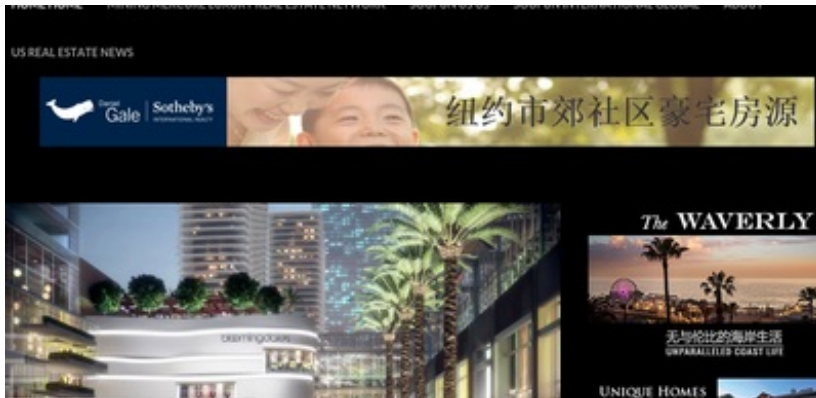
"At the end of the day, Google is not used in China and Baidu is the main search engine used by people in Chinese."

When and where

Caimeiju specializes in connecting Chinese consumers to United States real estate. The company's Web site is in simplified Chinese and features content on properties across the country.

The Web site can link consumers with brokers and also provides information on what it is like to live in the U.S.

Many major real estate firms such as Sotheby's partner with Caimeiju.



*Caimeiju homepage with Sotheby's ad*

Getting onto Baidu had to have been a critical piece of its strategy and its gained access will make it more effective at attracting consumers.

Baidu reaches over 500 million monthly users and commands 80 percent of China's search engine market. Conspicuously absent from the country's search engine market is Google, which is essentially outlawed. Baidu strongly resembles Google.

Caimeiju notes that even domestic companies have difficulty getting advertising access on Baidu, so its status as a foreign company presented difficult obstacles.



*Baidu homepage*

This new opportunity will allow Caimeiju to tailor campaigns either to specific clients such as particular buildings or to entire firms such as Sotheby's.

"We've acquired over 4,000 organic indexed pages on Baidu," Mr. Toth said. "Now pay-per-click advertising will provide us the added ability to direct visitors to a specific client.

"The process has been rigorous, but part of our commitment to understanding the complexities of the Chinese online marketplace," he said.

## Piece of the pie

Other real estate players are preparing themselves for rising interest among Chinese consumers in U.S. property.

For instance, Washington state's Realogics Sotheby's International Realty is anticipating an influx in Chinese real estate consumption as the Seattle region's popularity rises compared to other West Coast destinations.

Changes in visa regulations and the relative affordability of the Seattle area entice many Chinese nationals to look to the Pacific Northwest instead of California or Vancouver. Increases in affluent Chinese consumers will not only affect the real estate market, but will also change the presence of brands preferred by these ultra-high-net-worth individuals ([see story](#)).

Hong Kong-based luxury goods marketplace Luxify is looking to capitalize on the growing demand from Chinese consumers in the real estate market on the West Coast of the United States through augmented reality.

Chinese consumers have shown an appetite for U.S. real estate in the past decade, and in the 12 months between March 2013 and 2014 they made \$22 billion in real estate purchases, the highest amount among any foreign demographic. Luxify's elite consumer base will likely appeal to real estate agents looking for novel ways to attract consumers ([see story](#)).

## Final Take

*Joe McCarthy, staff reporter on Luxury Daily, New York*

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