

REAL ESTATE

Luxury Portfolio retargets interested homebuyers via digital ads

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Ultimately, properties are about how consumers can envision spending their lives in their homes. Image credit: Luxury Portfolio

By STAFF REPORTS

Real estate marketing firm Luxury Portfolio International is tapping digital advertising to retarget users who have visited properties on its Web site.

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Created by digital advertising provider Adwerx, a new tool has launched that is custom tailored for Luxury Portfolio. The goal is help provide associates and clients with listings on its Web site with a way to keep their properties in the minds of interesting homebuyers.

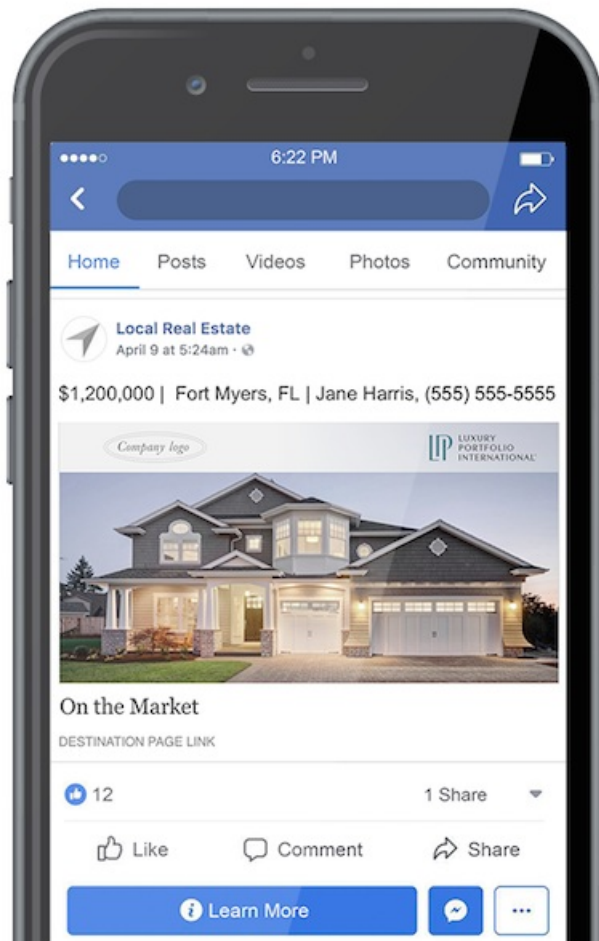
Digital retargeting

Digital ads will be automatically created for new listings on Luxury Portfolio's Web site and last for as long as the listing is live.

Adwerx believes the new tool brings retargeting to a new sector of advertising, whereas it has primarily only been used in retail.

"As a company, we value innovation and finding solutions to our clients' problems," said Jed Carlson, CEO of Adwerx, in a statement. "Luxury Portfolio International is an expert at helping their members market their listings and we are excited to be partnering on this initiative.

"This custom program combines some of the characteristics of our Enterprise Automated Listing Advertising Program along with our proprietary retargeting service to reach these affluent and engaged consumers with relevant information," he said.



Retargeted ads for Luxury Portfolio International listings. Image credit: LPI

The real estate marketing firm also recently rebranded, rolling out an updated logo, Web site, font and tagline in February.

With a new focus, LPI is following in the footsteps of a variety of other luxury brands who are transforming to keep up with the modern idea of luxury. During its annual membership summit in Las Vegas, the brand unveiled its new identity, with a new contemporary font, updated color scheme and the tagline, "Well Connected" ([see story](#)).

"Digital advertising is an important part of our strategy to deliver value for Luxury Portfolio members," said Stephanie Anton, president of Luxury Portfolio International, in a statement. "In our industry, continued awareness is crucial. This always-on service works behind the scenes to achieve that goal and is available as long as agents need it.

"Retargeting makes sure that potential buyers are reminded of what they have viewed so that they can take a second look," she said.