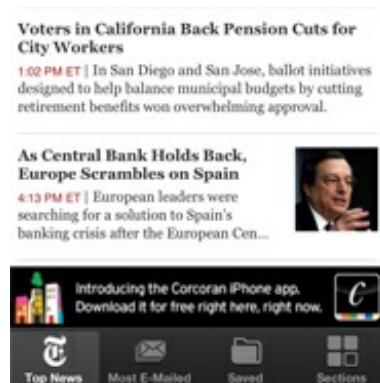


MOBILE

Corcoran taps New York Times readership for app push

June 8, 2012



By RACHEL LAMB

Corcoran is increasing visibility and focusing on affluent consumers through a banner advertisement in The New York Times iPhone application that points to the high-end real estate brokerage's application.



The banner ad is likely targeted to increase Corcoran app downloads, which acts as an aid in finding high-end properties. Brands have been flocking to New York Times channels to tap an affluent, tech-savvy audience.

"The obvious answer for the New York Times app placement is that the audience demographic is ideal for a high-end real estate brokerage," said Scott Forshay, mobile and emerging technologies strategist for **Acquity Group**, Austin, TX.

"Not to paint with too broad a brush, but Times app subscribers tend to be an affluent, educated, device-savvy segment, which goes a long way to ensuring that the impressions and associated call to action are viewed by the proper audience," he said.

"Additionally, given that the audience in this instance is entirely iOS users, the affluence targeting becomes even more precise."

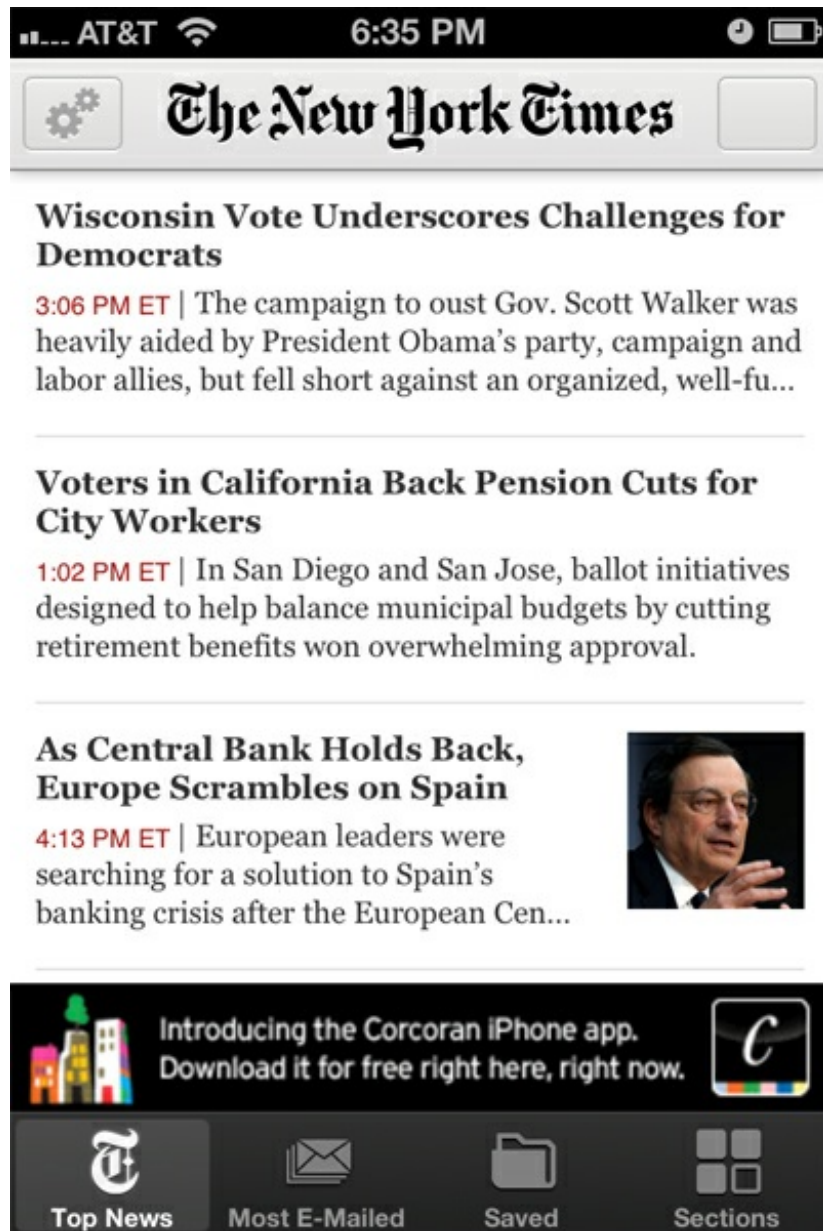
Mr. Forshay is not affiliated with Corcoran, but agreed to comment as an industry expert.

Corcoran did not respond before press deadline.

Banner act

The Corcoran banner ad has shown up over the past few days on the homepage of the New York Times app for the iPhone.

In addition, the ad shows up in a few different sections and in stories themselves.



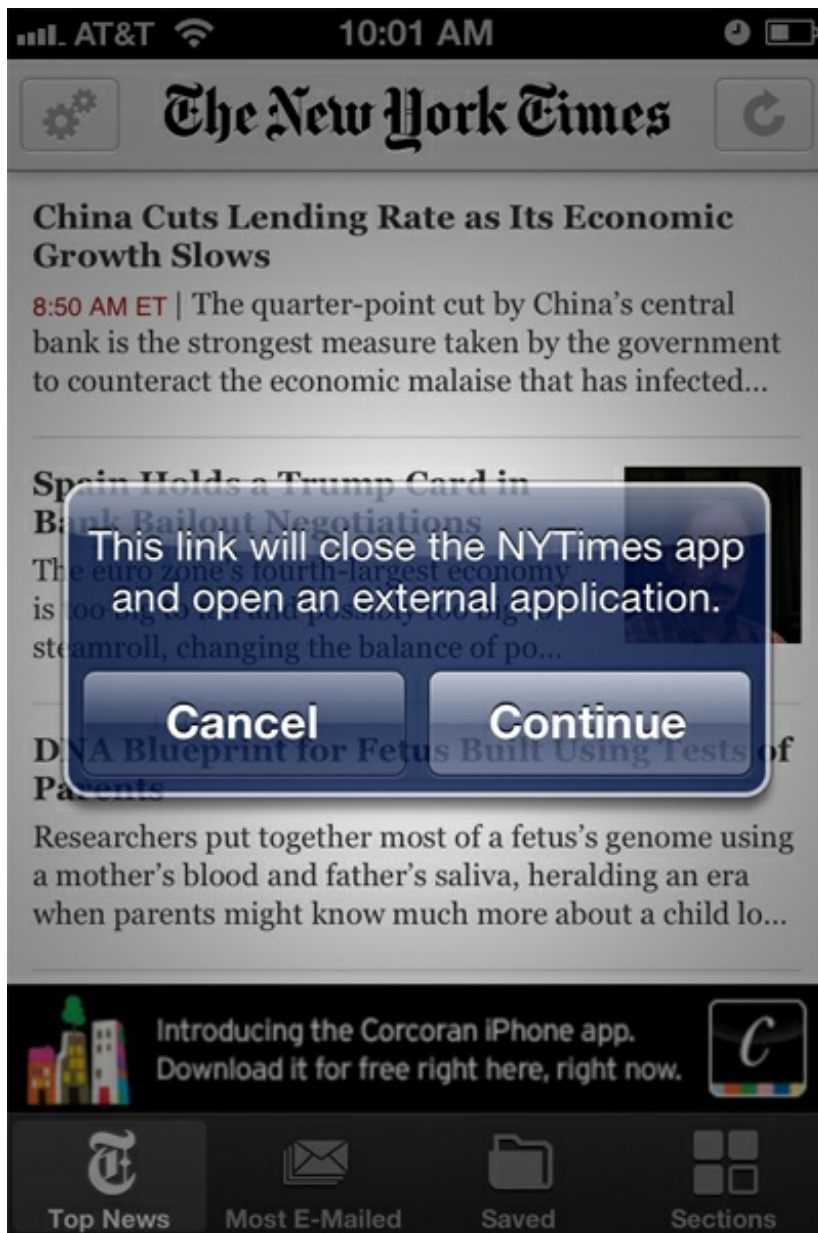
Corcoran banner ad

The banner ad reads, “Introducing the Corcoran iPhone app. Download it for free right here, right now.”

There is an image of apartment buildings on the left-hand-side and the Corcoran logo on the right.

Clicking on the ad prompts a push notification, which tells consumers that they are about to leave the New York Times app.

Selecting “Continue” takes consumers to Apple’s App Store on their smartphones, where they can read about and download the Corcoran app.

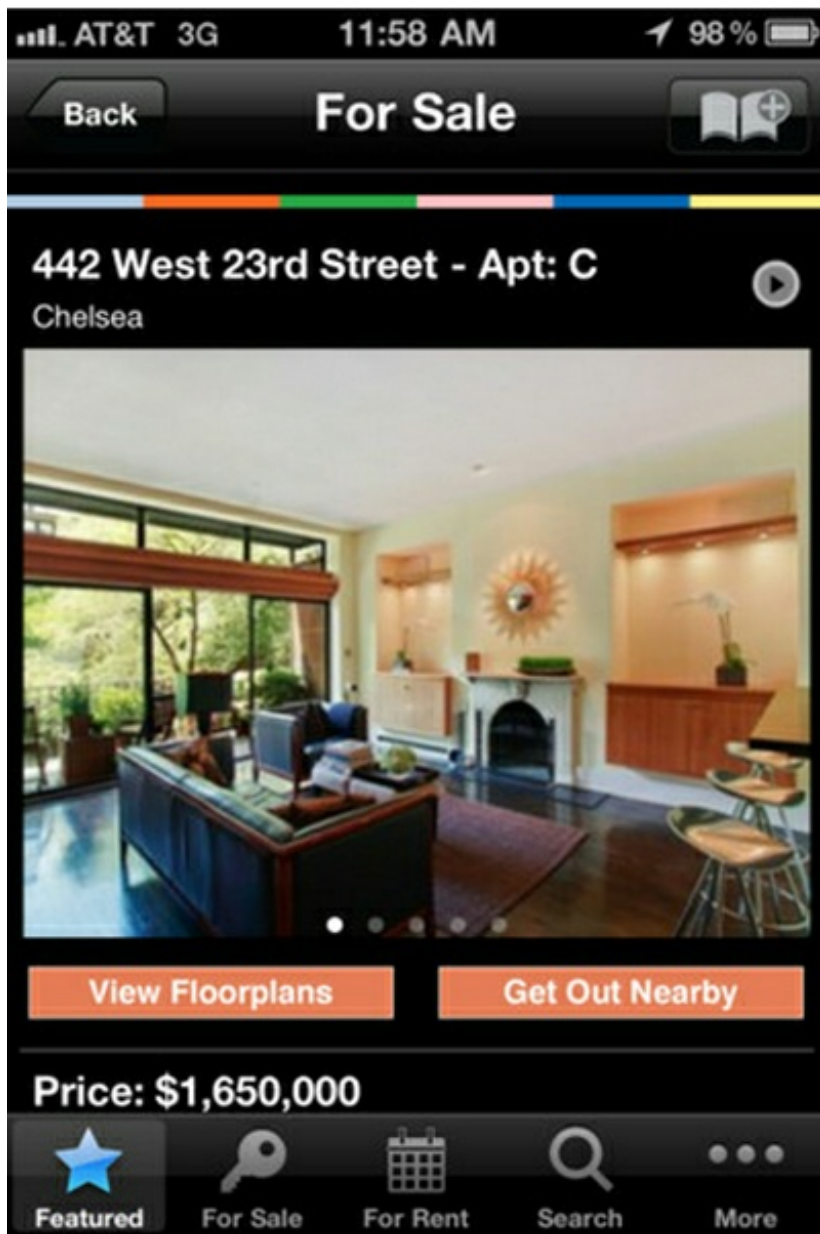


Leaving the app alert

The app acts as an authority in looking for high-end properties in New York, The Hamptons, Long Island and South Florida.

Users can look at full-screen color images, maps, floorplans, local amenities, detailed descriptions and contact information.

There are also a variety of location-based services including social media and foursquare.



Corcoran iPhone app

App-savvy

The New York Times mobile site, mobile apps, Web site and print version are all heavily-used advertising platforms by luxury brands.

Many brands are using the New York Times mobile site and apps, in particular, because affluent consumers are those who are most likely to be able to afford a pricey smartphone or tablet.

For example, high-end destination club Inspirato is looking to tap affluent jetsetters through targeted mobile banner ads on The New York Times' mobile-optimized site ([see story](#)).

In addition, jeweler Tiffany & Co. pushed of its "What Makes Love True" mobile app by including banner ads on the New York Times ([see story](#)).

Consumers are spending more time engaging with mobile apps than with the mobile Web, according to Mr. Forshay.

Therefore, while the ubiquity of the mobile Web might suggest a direct mobile site buy as a broader reach strategy, the app-placement strategy is based on engaging the proper consumer demographic where it spends a majority of its time and its attention is more focused.

“For a real estate brokerage, it is a good idea to market inside of another app,” Mr. Forshay said. “These organizations are continuously updating listings, requiring potential buyers to be consistently monitoring properties.

“The brokerage cannot list all of their properties in an ad unit, so the logical strategy is to promote the app download, providing interested buyers the most up-to-date listings information in this fast-moving market,” he said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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