

MOBILE

Corcoran entices clicks to new mobile site via New York Times ad

January 8, 2013



By ERIN SHEA

The Corcoran Group is targeting affluent readers of The New York Times through a banner advertisement in its iPhone application that leads to the high-end real estate firm's new mobile site.



The ad was placed to encourage clicks to the group's new mobile-optimized site with the call to action "Introducing the new Corcoran.com." A click-through on the ad leads to the site that features luxury real estate in New York, The Hamptons and South Florida.

"Corcoran's easy-to-surf mobile Web site and applications combined with the group's efforts to drive traffic to the Web site via mobile ads undoubtedly adds value to the company," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

"Through these efforts it is positioning itself as the premiere search tool and lead generation Web site for property sales in its region," she said.

Ms. Lowy is not affiliated with Corcoran, but agreed to comment as an industry expert.

[Corcoran](#) was unable to comment.

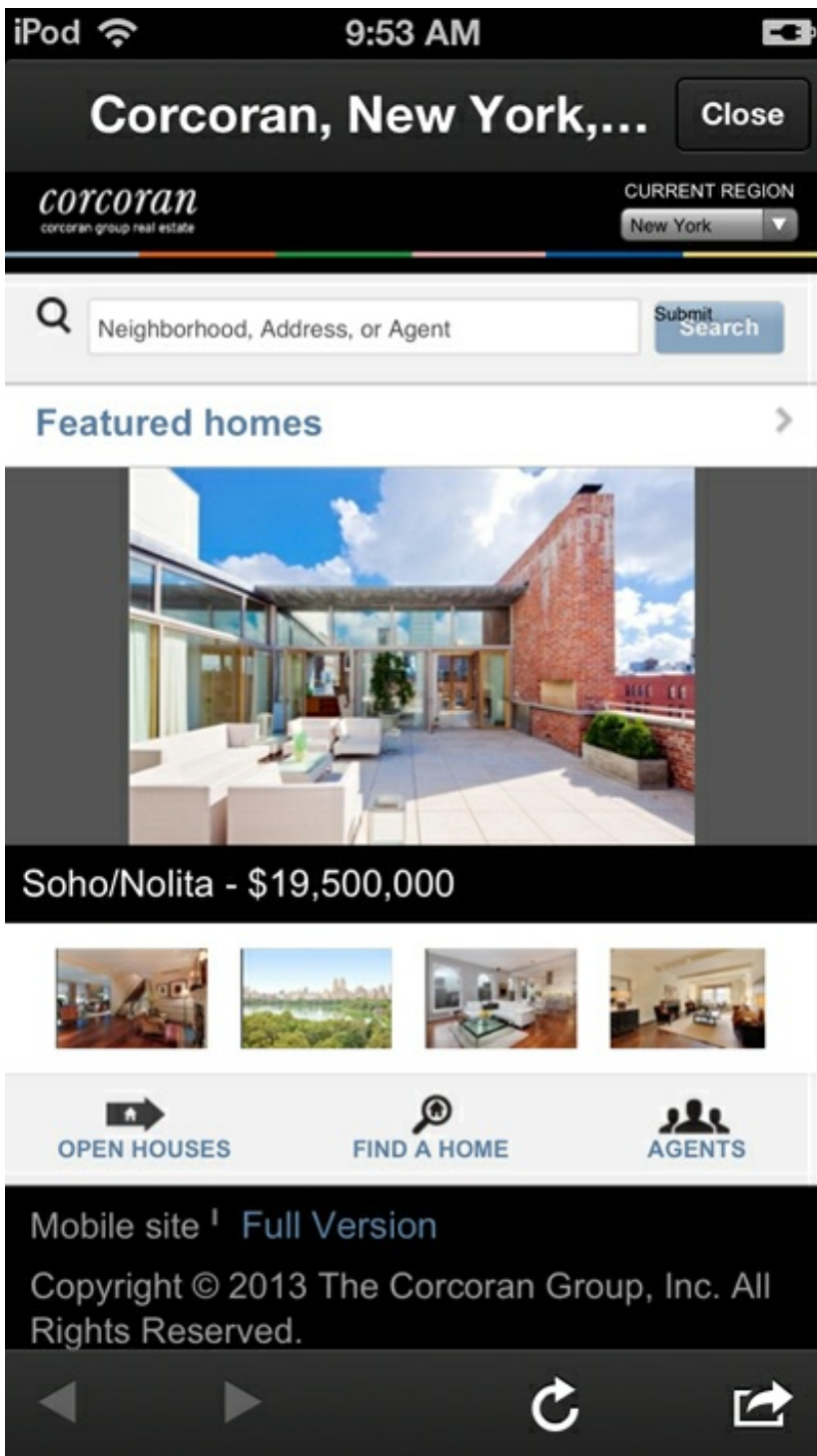
Ad real estate

Corcoran's mobile banner ad shows an image of a cartoon woman and reads "Introducing the new Corcoran.com."

The screenshot shows a mobile news application interface. At the top, the status bar displays "iPod", signal strength, "9:53 AM", and battery level. Below this is a header for "The New York Times" with a settings gear icon on the left and a refresh icon on the right. The main content area features a "NEWS ANALYSIS" section with the headline "For Obama, a Victory That Also Holds Risks". The text below the headline reads: "The new fiscal deal holds small victories for President Obama and his Democratic allies in Congress that further their policy aims, but Mr. Obama lost some leverage for future battles." To the right of this text is a small photograph of President Obama. Below this is another headline: "Tax Deal Shows Possible Path Around House G.O.P. in Fiscal Fights to Come". The text below this headline reads: "Starting bipartisan talks in the Senate to put pressure on the House may become a more formalized process as President Obama and lawmakers grapple with other fiscal deadlines." Below this is a "DEBT RECKONING" section with the headline "The Fiscal Debate in Washington". The text below this headline reads: "The New York Times followed the talks between President Obama and". To the right of this text is a graphic of a hand holding a dollar sign. At the bottom of the screen is a banner ad for Corcoran.com, which features a cartoon woman and the text "Introducing the new corcoran.com". Below the banner ad is a navigation bar with four icons: "Top News" (The New York Times logo), "Most E-Mailed" (envelope icon), "Saved" (folder icon), and "Sections" (grid icon).

Corcoran banner ad

A click-through on the banner ad leads to Corcoran's mobile-optimized site where users can browse featured homes, open houses by date and location, listings by location and real estate agents by name.



Corcoran mobile Web site

Users are able to search in three regions including New York, The Hamptons and South Florida on an easy-to-view Web site.

On the listings page, users can read the property details, view the location on a map, contact the agents and bookmark or share a listing through email and social media.

iPod 3:59 PM

corcoran
corcoran group real estate

CURRENT REGION
NEW YORK ▶

Back 419 Broome Street

419 Broome Street
Apt. PH
Soho/Nolita

VIEW ON MAP

| | | | |
|----------|--------------|---------|-----------|
| Price | \$19,500,000 | Monthly | \$ 16,260 |
| Bedrooms | 5 | Baths | 5.5 |

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Property listing

Corcoran is likely aiming to gain traffic to the Web site and find potential buyers with this banner ad.

“Nobody is going to close a real estate deal via mobile, but that is not the goal of Corcoran’s mobile initiatives,” Ms. Lowy said.

“The most important growth-triggering activity of a real estate firm is to drive in leads of who will be interested in their currently available properties,” she said.

“Buyers almost always begin their quest for homes on the Web.”

A familiar space

The real estate group placed a similar ad on the New York Times when it was promoting

its mobile app.

The banner ad on the New York Times mobile app was likely targeted to increase Corcoran app downloads. It read, “Introducing the Corcoran iPhone app. Download it for free right here, right now.”

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

Clicking on the ad prompted a push notification to download the app. The app acts as an aid in finding high-end properties ([see story](#)).

The latest effort varied in that it used different images. This time around, Corcoran showed a woman instead of apartment buildings.

“Corcoran is not well-known by its entire target audience,” Ms. Lowy said.

“People who are currently interested in purchasing real estate may have seen the ad but not clicked on it because they are not familiar with what Corcoran does,” she said.

“While many large brands often just put the company’s name on an ad, those brands can afford to do so because people will immediately associate that brand’s name with its product.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/aMoeXvpJX98>

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