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Zillow Group Gives Multifamily Marketers a "Boost" with Precision Targeting

Boost identifies apartment shoppers on Zillow, Trulia and HotPads and targets them with highly relevant advertising on Facebook

SEATTLE, Jan. 25, 2017 /PRNewswire/ -- Zillow Group, Inc. (NASDAQ: Z and ZG), which houses a portfolio of the largest and most vibrant real estate and home-related brands on mobile and Web, today announced the expansion of the popular "Boost" advertising program with the addition of Precision Targeting. Zillow Group's Boost program allows multifamily marketers to stand out with a unique feature amongst other rental listings on Zillow®, Trulia® and HotPads®. By adding Precision Targeting to Boost, Zillow Group has expanded the program's reach to Facebook®.

Boost with Precision Targeting combines the power of the most visited real estate and rental network with one of the most widely used social media platforms, allowing multifamily marketers to target their advertising through a simple, easy platform. This technology identifies prospective renters on Zillow, Trulia and HotPads and connects with them again on Facebook. Property managers can feature a special, new lease-up or an entire property and send the traffic directly to the property's website. Boost with Precision Targeting is available on mobile and desktop.

"We are incredibly excited to introduce this technology to our growing audience of multifamily partners," said Greg Schwartz, Zillow Group chief business officer. "We have already seen fantastic results from these ads on Facebook. Thanks to Precision Targeting, we know who is ready to sign a lease, and we help draw them back to our partners' properties via a channel they are already using. It's a simple way to expand the reach of advertising with very little effort."

These features were initially unveiled at the Zillow Group Multifamily Forum in Austin, Texas, in October 2016. The Zillow Group Multifamily Forum is an annual event that brings together more than 600 multifamily marketers to meet with Zillow Group executives and learn from others about the latest industry trends.

"I want qualified traffic and I want it now: I mean *yesterday*," said Crystal Tolen, regional vice president of Case & Associates. "After I decided to try Boost, the on-site staff called me immediately saying, 'I don't know what we did, but...' I saw the instant results. Boost helped stabilize that community."

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Zillow Group

Zillow Group (NASDAQ:Z and ZG) houses a portfolio of the largest real estate and home-related brands on the Web and mobile. The company's brands focus on all stages of the home lifecycle: renting, buying, selling, financing and home improvement. Zillow Group is committed to empowering consumers with unparalleled data, inspiration and knowledge around homes, and connecting them with the right local professionals to help. The Zillow Group portfolio of consumer brands includes real estate and rental marketplaces Zillow®, Trulia®, StreetEasy®, HotPads® and Naked Apartments®. In addition, Zillow Group works with tens of thousands of real estate agents, lenders and rental professionals, helping maximize business opportunities and connect to millions of consumers. The company operates a number of business brands for real estate, rental and mortgage professionals, including Mortech®, dotloop®, Bridge Interactive™ and Retsly®. The company is headquartered in Seattle.

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Facebook is a registered trademark of Facebook, Inc.

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