

REAL ESTATE

Geo based feed ad shown in a native article

Schibsted



GOAL

Aftonbladet, a part of Schibsted Sweden, wanted a native looking, smooth working solution for real estate agencies which would work seamlessly with their native articles. Together we started working on a flow for how real estate projects could be displayed in the native articles, and also how real estate agencies themselves could update their ads with minimal hassle.



SOLUTION

The solution became a native-looking slider that could be configured to suit the advertiser with a custom logo, their colors and fonts. The slider was placed at the bottom of the article to display **For Sale**, **Upcoming** and **Under Development** projects. The real estate agencies would use Advertising Content Manager (ACM) to sort and filter what to display from their feed. Sold projects were automatically taken away whenever the real estate agency would update their own system. The ad was geo targeted and would show projects based on consumers location. Firstly based on closest Council, then County and lastly at random if no position can be established.



OUTCOME

During the first live campaignperiod, **16%** of the users clicking to read the native article, clicked on the real estate project slider at the bottom of the page to proceed to the advertisers website! Both real estate clients and Aftonbladet have praised the look, feel and success of the slider.

