

8 Cabrillo Point

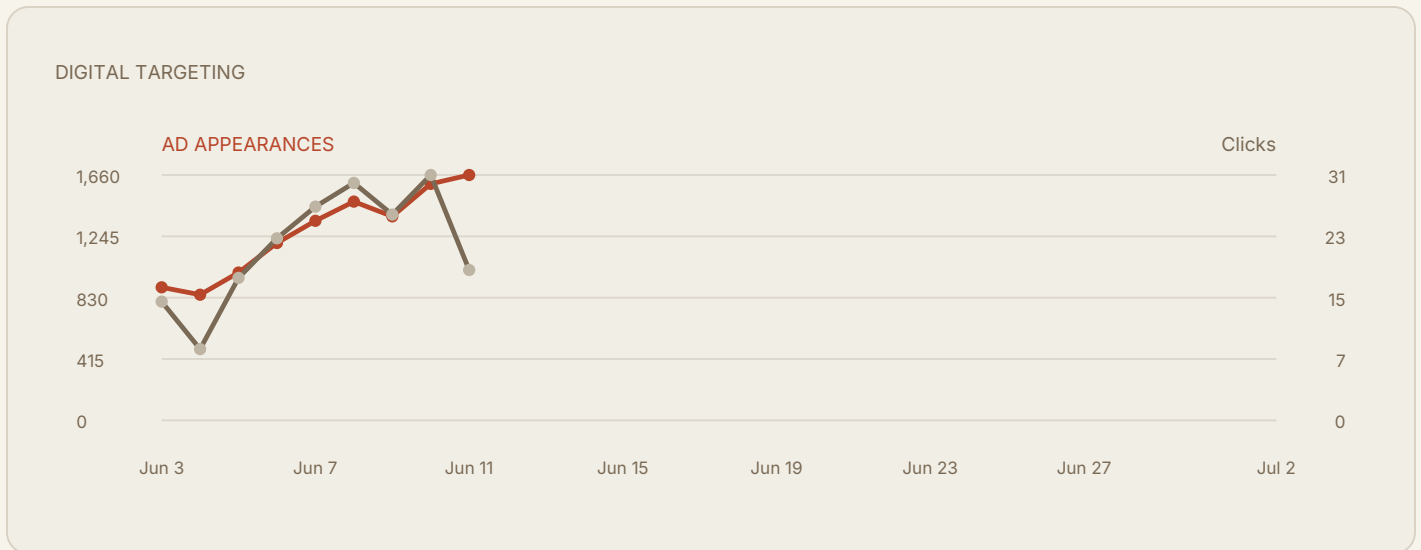
Targeting Palos Verdes Estates, Manhattan Beach, West LA

LAUNCH-TO-DATE VIEW

This report shows how 8 Cabrillo Point reached likely buyers across the selected websites, apps, and buyer areas.

compass.com/listing/8-cabrillo-point

AD APPEARANCES 11,420 Launch to date	DIRECT VISITS 198 Listing website clicks	ENGAGEMENT 1.90% Compared with Compass avg	WHO SAW THIS HOME 94% Google top income bracket
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BENCHMARK COMPARISON

This home	<div style="width: 100%;"></div>	1.90%
Compass avg	<div style="width: 26%;"></div>	0.50%

Engagement compared with the Compass listing-ad average.

RUN PACING

9 / 30

Days active in this flight

Where the ads appeared

PUBLISHER	Appearances	Clicks
The Wall Street Journal	2,140	42
Architectural Digest	1,730	31
House Beautiful	1,420	24
Dwell	1,180	21
The New York Times	960	18

Creative A/B testing

Appearances, direct visits, and engagement by ad.



Pool terrace

6,210 appearances

117 clicks

1.88% engagement



Courtyard arrival

5,210 appearances

81 clicks

1.55% engagement