

ADVERTISER INFORMATION KIT

2023

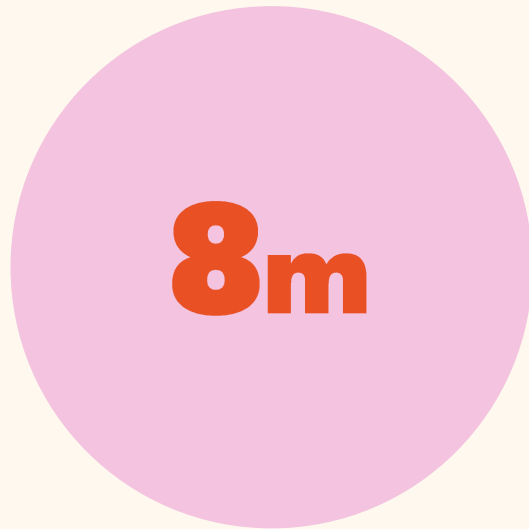


**RENTING IS AT THE
CENTRE OF A HUGE
CULTURAL SHIFT IN
HOW AUSTRALIANS
LIVE THEIR LIVES.**

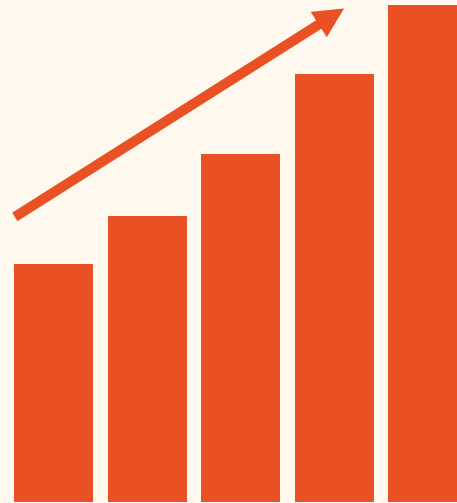


The last decade has seen renters become a major consumer group – sought after by many brands.

1. HUGE CONSUMER GROUP



2. FASTEST GROWING HOUSING SEGMENT



% of renter households in Australia

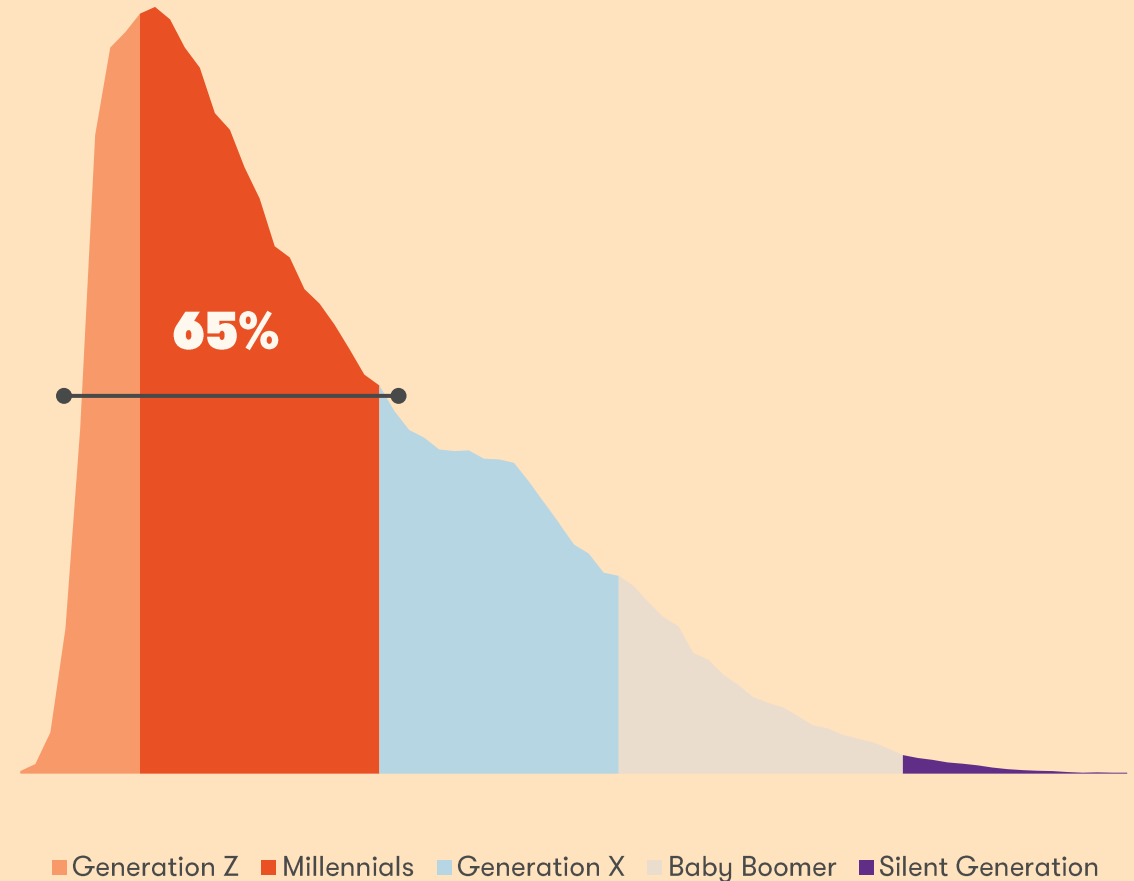
3. LONG TERM RENTERS HAVE DOUBLED



**The average renter is
34 years old**

**Women are more likely
to engage with us**

**The largest segment of
our renters are families
or couples**



Age Distribution of Rent.com.au Customers

**AT RENT.COM.AU
WE KNOW WHAT
RENTERS TRULY
THINK, FEEL AND
BELIEVE.**

#1
App Store

**Top rated
real estate app**

7
million

**Unique visitors
each year**

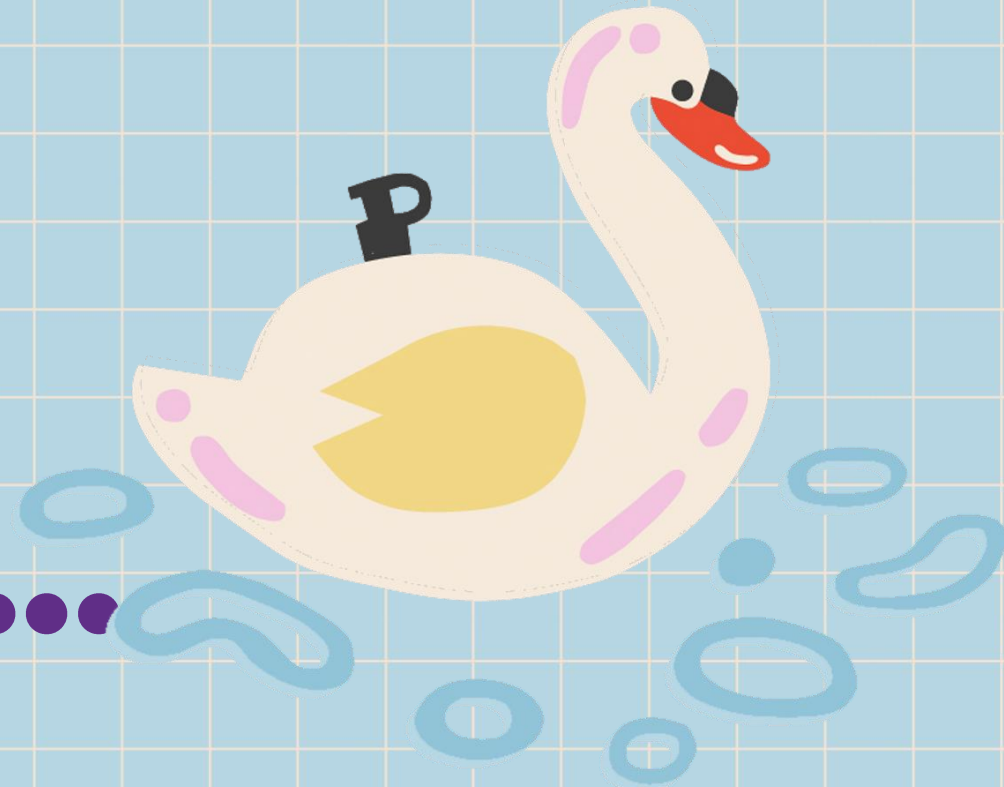
29
million

**Monthly ad
impressions**

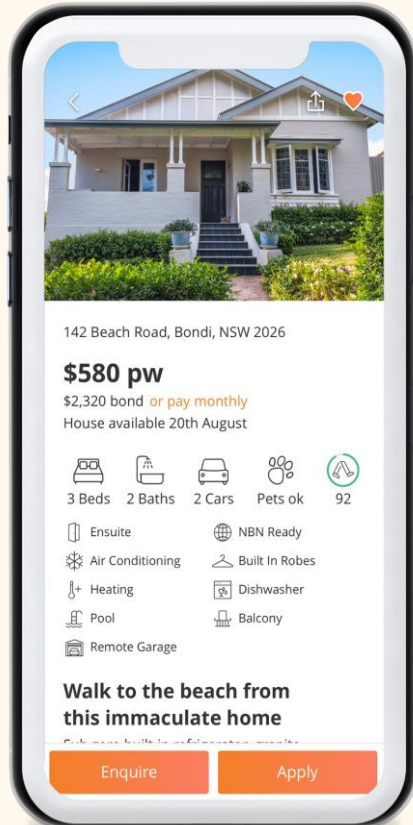
550
thousand

**EDM
subscribers**

**WE'RE USING
TECHNOLOGY TO
IMPROVE EVERY
PART OF THE
RENTING JOURNEY...**

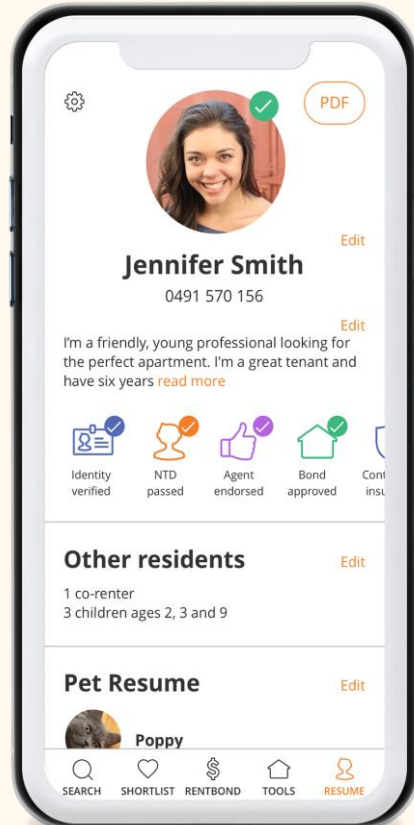


Property Listings



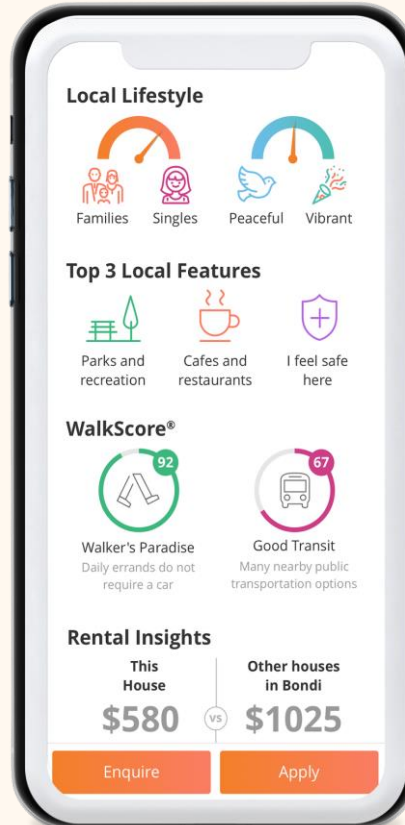
With pro-renter search filters like walkability

Renter Resume



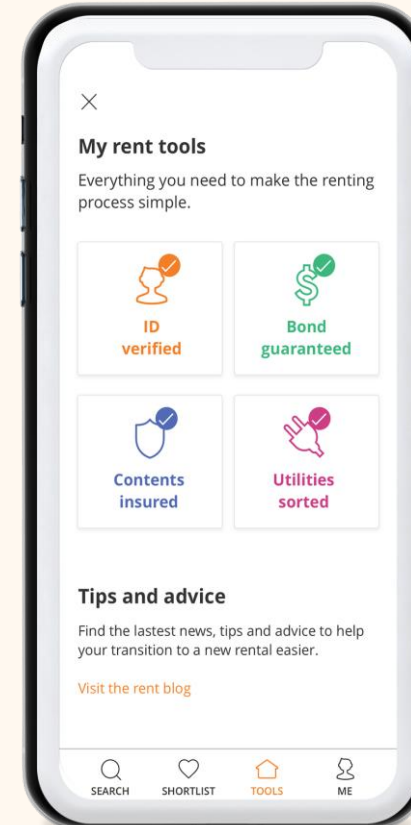
Helping renters stand out from the rest

Suburb Ratings



Over 600k renter reviews

Renter Products



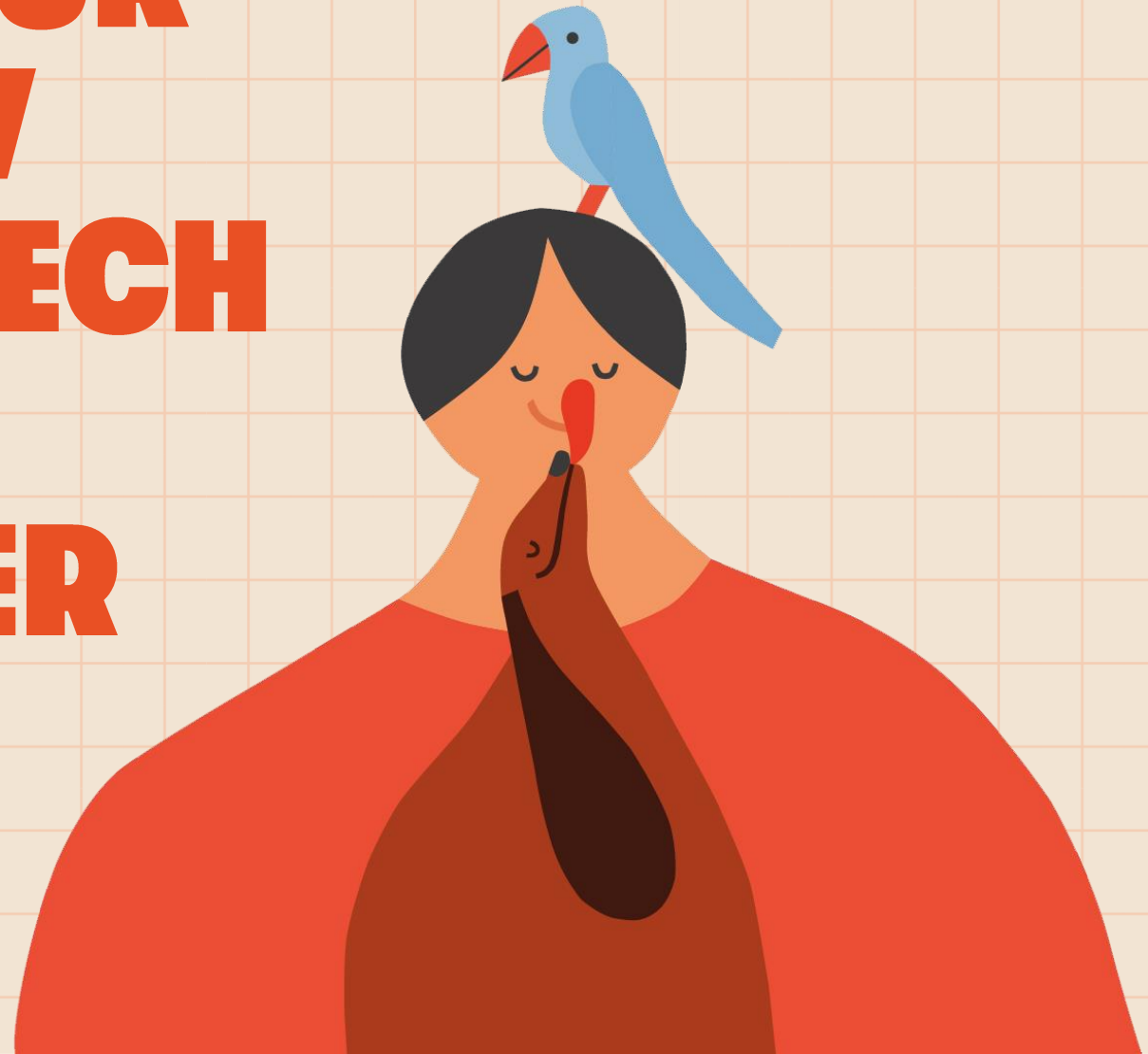
Clever solutions to renter pain points

RentPay



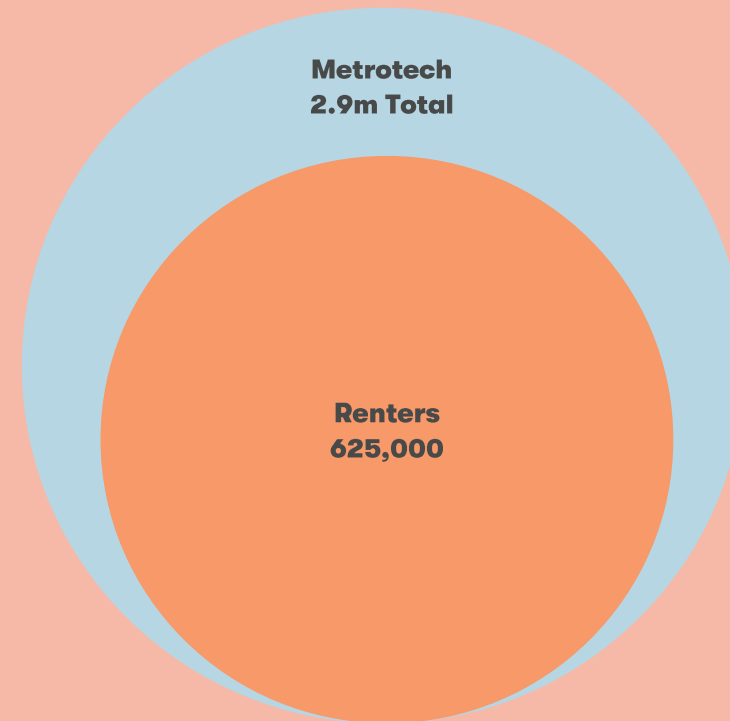
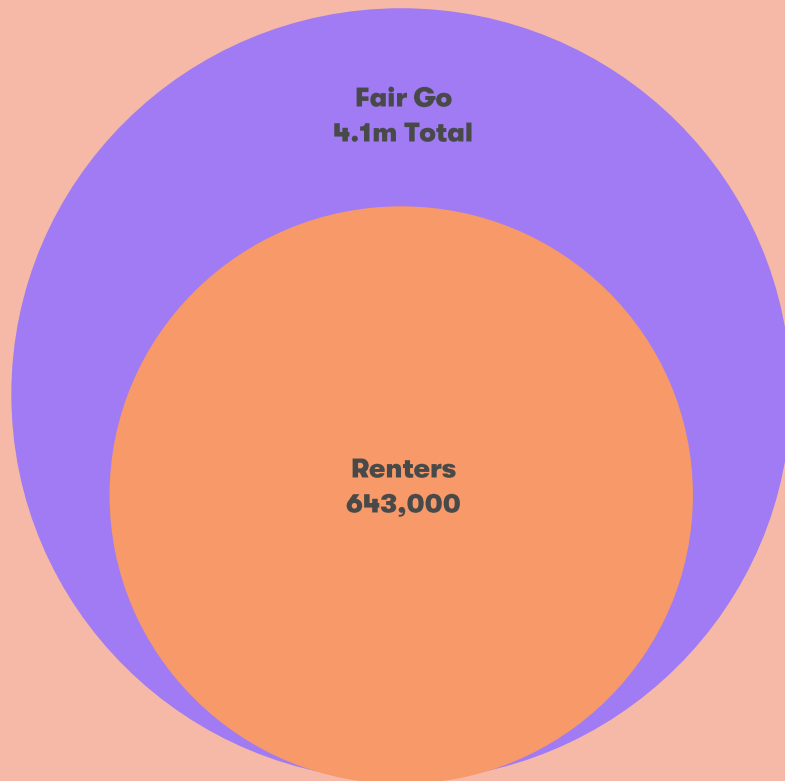
Makes rent money work for renters

**...AND SEEING OUR
AUDIENCE SKEW
TOWARDS THE TECH
SAVVY AND
YOUNGER RENTER**



DID YOU KNOW...

**There are JUST AS MANY wealthy, highly educated,
inner-city professionals as lower income,
suburban renters**



In Fact, METROTECHS, the ultimate consumers, are more likely to be renting an inner-city apartment rather than living in a house in the 'burbs.



"I have no desire to spend my life commuting. I want to live close to work and where all the action is."

SEE THEMSELVES AS:

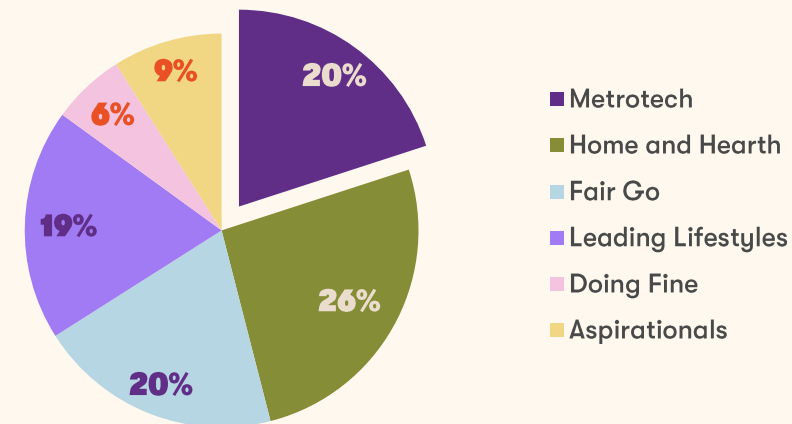
- Well educated
- Well connected
- Articulate, sophisticated
- No trouble paying rent
- Not intimidated by landlords
- Sophisticated with money/investment

LIVE IN APARTMENTS



- Separate House 22.9%
- Semi detached 18.1%
- Flat/Apartment 58.6%

20% OF TOTAL RENT.COM.AU AUDIENCE



CARE ABOUT EATING OUT, ENTERTAINING, CULTURAL EVENTS, THE ENVIRONMENT



At Rent.com.au we see heaps of the HOME & HEARTH RENTER (2x over-represented). Eager to put down roots and improve their station in life.



"I'm saving, saving, saving, for that deposit. Property gives you financial security".

SEE THEMSELVES AS:

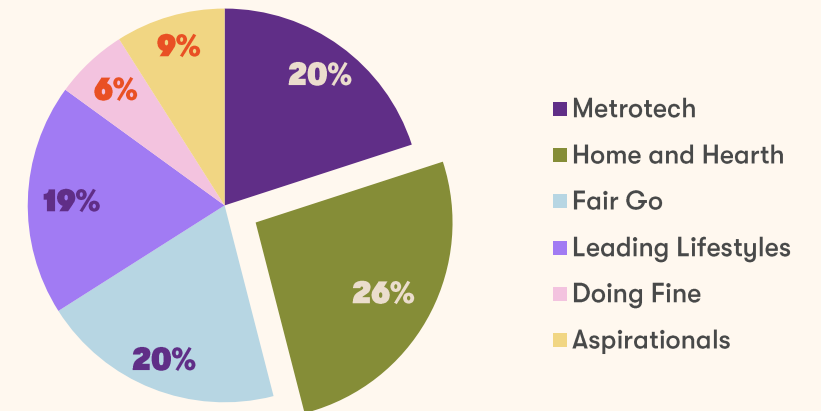
- Working towards long range goals
- Responsible, focussed on family
- Diligent and hardworking
- Good with money
- Enterprising and Handy

LIVE IN HOUSES



- Separate House 95.4%
- Semi detached 3.1%
- Flat/Apartment 1.0%

26% OF RENT.COM.AU AUDIENCE



DISCOUNTS, DOMESTIC HOLIDAYS & DIY



Renovating



Gambling



Hardware Store



Books



Entertaining



Catalogues



Discounts



RSLs



Domestic Travel

Then there's the "FAIR GO" RENTER.
The pragmatic renter, often supporting children, who've
seen the cost of living explode while wages remain flat.

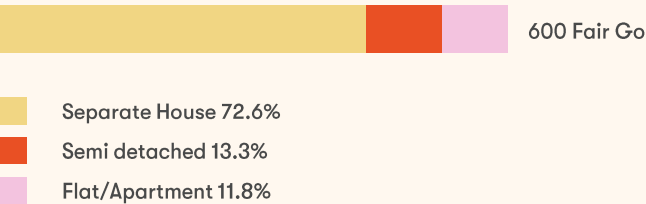


"In my situation renting is the way to go. I'm not going to rely on anybody else for anything, no way."

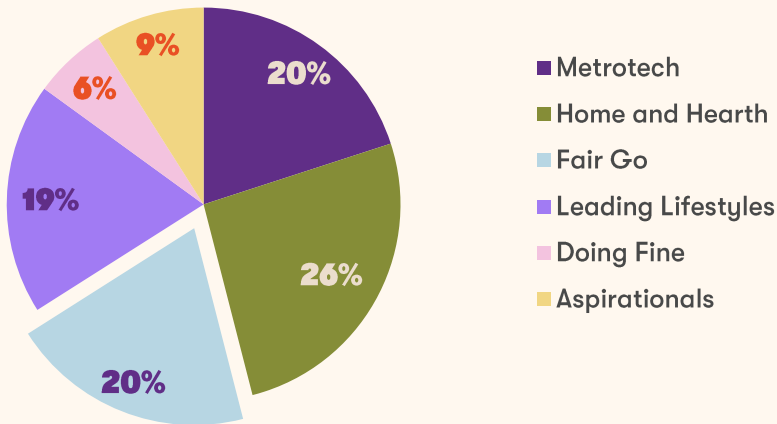
SEE THEMSELVES AS:

- Renters by circumstance
- Direct and down-to-earth
- Focused on immediate realities
- Seeking good value for money
- Living pay cheque to pay cheque

LIVE IN HOUSES



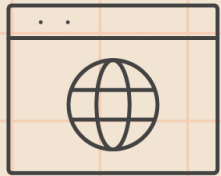
25% OF TOTAL RENTER POPULATION



TV, BEER, FROZEN FOOD AND MAILERS



How can we help you reach, engage and convert customers?



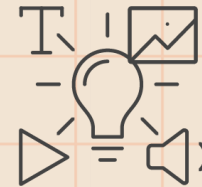
Display



Email Lists



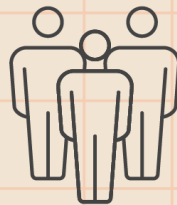
**Customisable
Targeting**



**Content
Solutions**



**Custom
Integrations**



**Audience
Extension**



Data Studio



**Campaign
Optimisation
Coaching**

BRAND SAFETY

At Rent.com.au we're all about making renting a positive experience, whether that's providing renters with the best search tools available, the widest choice of properties possible or by giving access to renter-focussed products and services helping renters put their best foot forward, convenient finance solutions or great deals on electricity, gas and internet – and yes, even helping renters move on to owning their home.

We don't allow:

- Advertising that's negative towards renting e.g. “don't waste money renting” – there are positive ways to position a message to our audience.
- Advertising of gambling, smoking, sexual content and other inappropriate content – young families are one of our largest segments.

We work with our advertisers to ensure that their brands are not positioned alongside brands that detract from or could otherwise be counter to our advertisers' objectives.

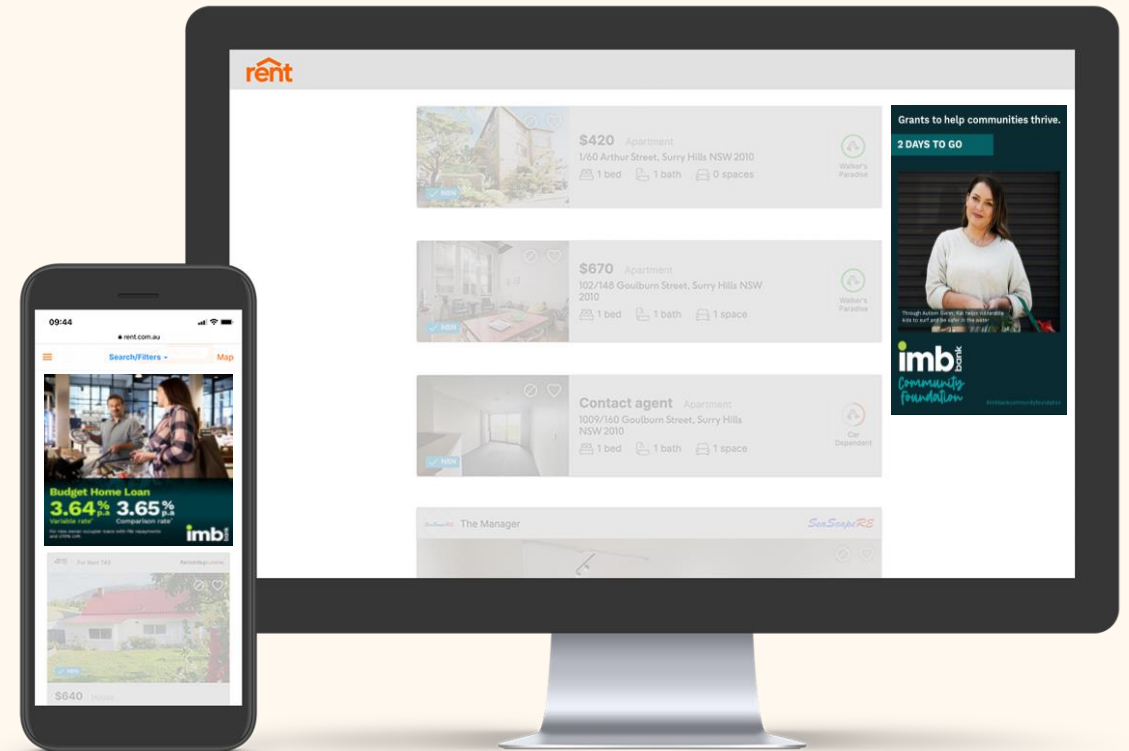
DISPLAY: NATIVE SEARCH RESULTS ADS

- Target users while they're in the property search mode
- Native ads are in-line with rental property ads = allows easy comparison between renting vs buying
- Look and feel like part of the site = cuts through “banner blindness”



DISPLAY: STANDARD IAB BANNER ADS (INC VIDEO)

- Target users as they search for new rental property and promote brand consideration
- Where users spend the most time
- High viewability ads available to ensure high-impact (half page desktop only)



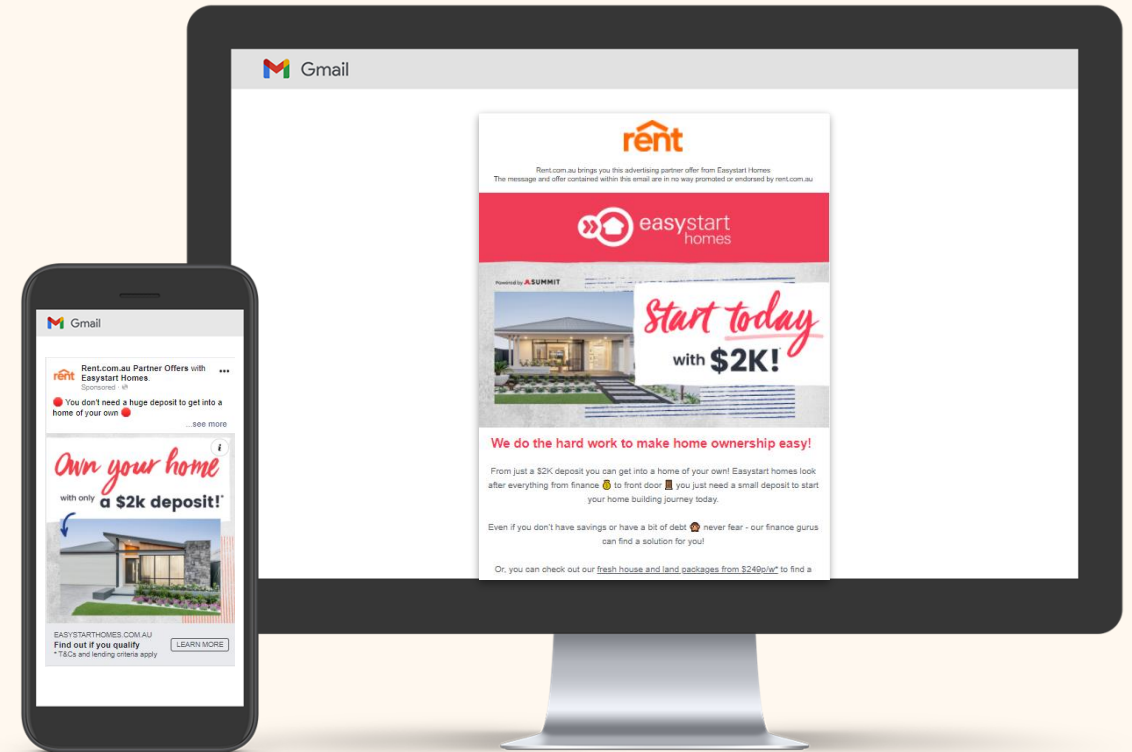
Sizes available: Standard iab sizes including 300x600, 300x250, 728x90.

EMAIL MARKETING

Connect with renters through eDM's delivered straight to their inbox

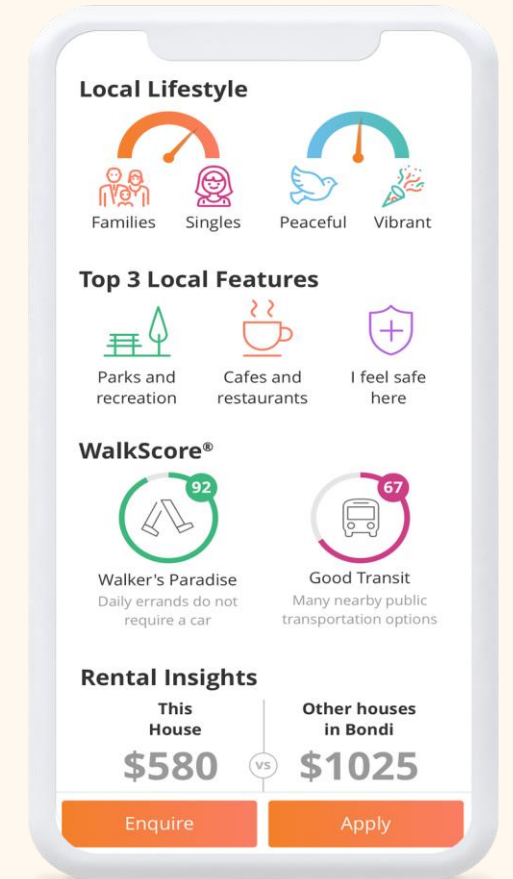
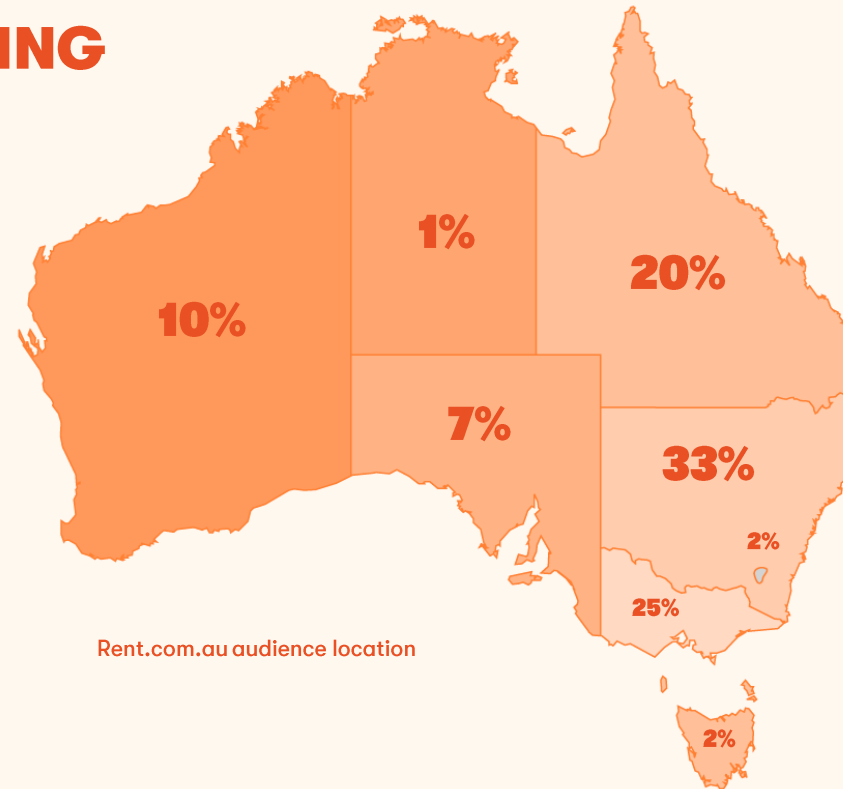
You get:

- Solus eDM to target audience
- Follow up eDM send within two weeks with an updated message.
- To boost exposure, the eDM database is retargeted on Facebook with your campaign assets.



HIGHLY CUSTOMISABLE TARGETING

- Geographic: national, state, post code, suburb.
- By Roy Morgan persona / community.
- Lifestyle: cafes, parks, families, singles etc.
- Weekly rental amount/range.
- By walkability and transit ratings.
- Internet type: NBN, fixed, 4G, 5G.
- Custom targeting available.



Lifestyle Indicators

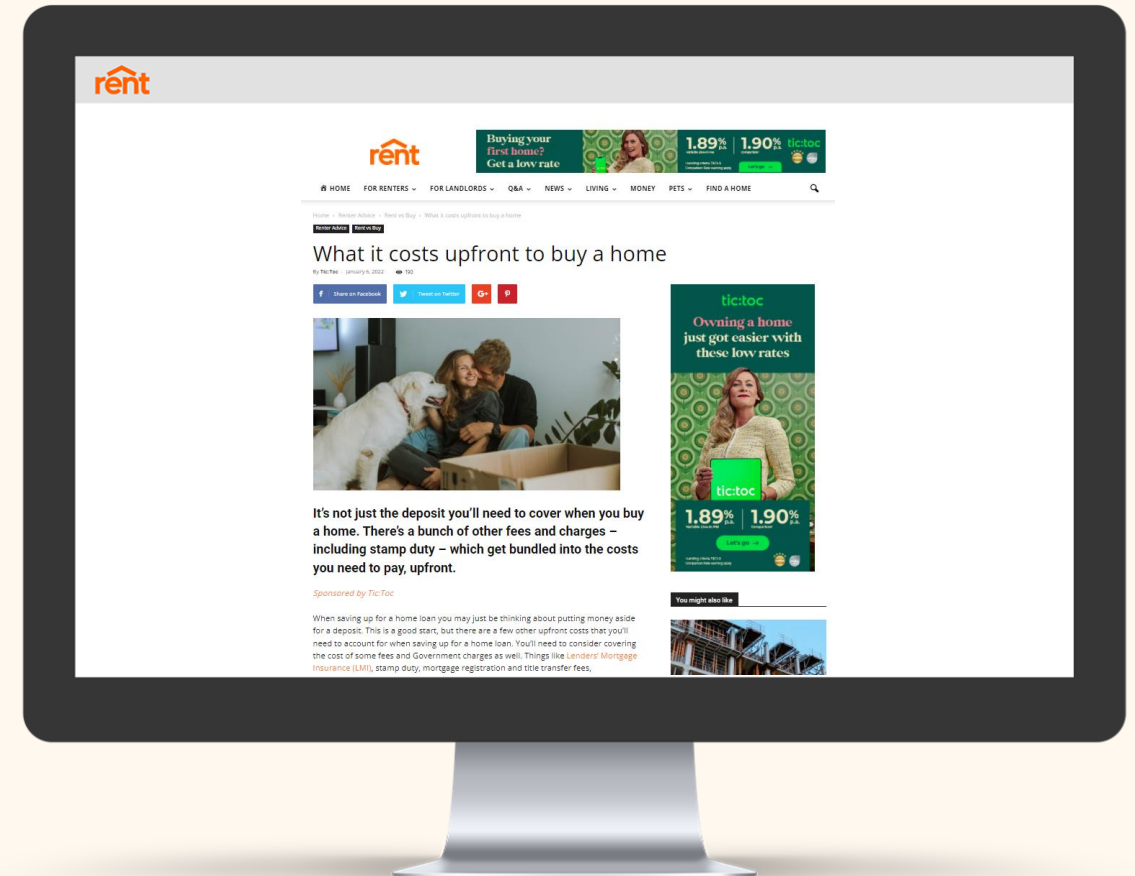
CONTENT SOLUTIONS

Sponsored Blog Posts

Content can be developed by either client or by Rent.com.au

Amplified through:

- Inclusion in monthly newsletter to 550k+readers
- Facebook re-targeting of Rent.com.au's national or state audience
- Supporting display to drive awareness & increase brand uplift

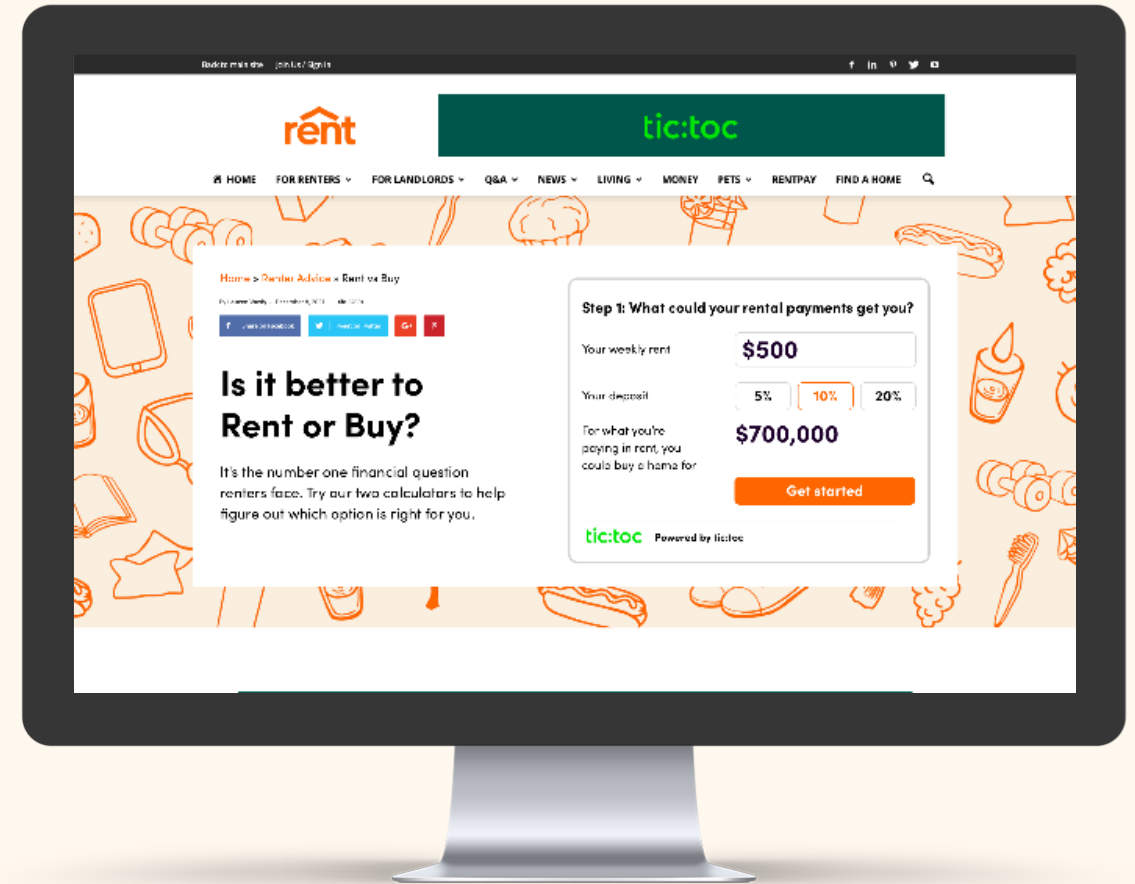


CUSTOM INTEGRATIONS

Case study

Custom Rent vs Buy calculator developed for Tic:Toc Home Loans to grow their brand awareness amongst property investors and the first homeowner market.

Includes display & sponsored content opportunities.

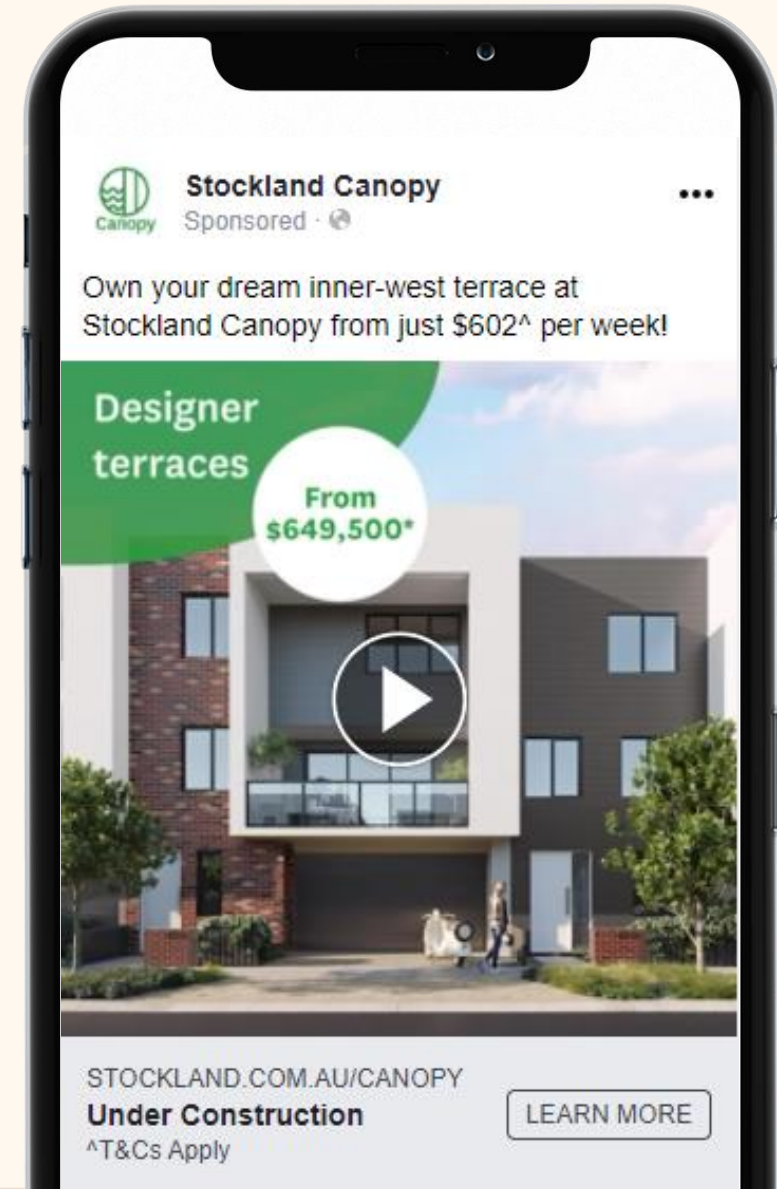


AUDIENCE EXTENSION

Using the power of Rent.com.au's audience extension technology it's possible for clients to leverage Facebook's audience and targeting options.

Renters visit Rent.com.au and search for properties. Data is stored in our data management platform and segmented by 30- and 90-day property seekers.

Rent.com.au will then traffic the campaign either from the client's Facebook account or ours.



DATA STUDIO

Append your data with Rent.com.au insights such as unique property data (locations, price, time on marketing, walkability, transit, user perceptions) and de-personalised renter data (demographics such as age, income, household, pets etc.)

With more than 25,000 new renter profiles, 6,000 suburb reviews and 60,000 property listings created each month, Rent.com.au has millions of data points available



Case Study

Developer of retail shopping centres acquired rent's suburb review data which it aggregated with other data sources to inform planning and marketing of new centre developments.

CAMPAIGN OPTIMISATION COACHING

At Rent.com.au we go beyond traditional ad management trafficking to offer assistance and expertise to clients, ensuring their campaign achieves the best possible results.

From A/B testing of creative, to 'best practice' regarding optimal images, word count and CTA, we proactively work with each client to achieve the desired outcome.



The Rent.com.au Advertising Team

THANK YOU

Contact:

Ad Sales Team

adsales@rent.com.au

1300 736 810