

## REAL ESTATE NEWS

# Sotheby's International Realty launches Apple News partnership

**W**illiam Pitt and Julia B. Fee Sotheby's International Realty recently announced that the Sotheby's International Realty brand has entered into an advertising partnership with Apple as the exclusive real estate advertiser for Apple News, a brand-new application featured on every Apple device running its iOS 9 operating system or later.

Sotheby's International Realty is one of only 20 advertising partners featured on the new iPhone and iPad app, and the only real estate partner.

The brand reported that since going live on Oct. 16, the Apple News app has already become the No. 3 overall traffic driving source to the brand's website, [www.sothebysrealty.com](http://www.sothebysrealty.com), with 98 percent of these users being new visitors to the site. Google and Facebook are the top two referring sites.

The advertising arrangement gives the Sotheby's International Realty brand a



Sotheby's International Realty

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5 percent share of voice — the percentage of advertising for any one brand among the total ads featured—in the “For You” section of the app, which supplies a feed of news stories from sources preselected by users.

The brand also has a 25 percent share of voice in the app's business channel, which users can access in the

“Explore” section. In addition, users can add a special Sotheby's International Realty channel within Apple News, which displays content from the brand's blog, Extraordinary Living.

The brand also announced that it is supplementing the advertising partnership with an additional “iAd” advertising campaign with Apple, allowing the brand to achieve further exposure across thousands of mobile apps.

“This is an exciting new development for our brand, which always remains on the cutting edge. The app allows us to potentially reach over 800 million iPhones and iPads, and within one week of launching, it's already the #3 traffic driver to the Sotheby's International Realty website,” said Paul Breunich, president and CEO of William Pitt and Julia B. Fee Sotheby's International Realty. “The level of exposure our new Apple News partnership realizes for our brand, agents and clients is nothing short of extraordinary.”