

REAL ESTATE NEWS

Sotheby's receives award for internet advertising

Using SnappSearch, a disruptive unique web display ad format from Inoventiv Canada, William Pitt and Julia B. Fee Sotheby's International Realty was presented with the 2018 Internet Advertising Competition (IAC) Awards for Best Real Estate Online Ad and for the Best of Show.

The company's SnappSearch campaign was positioned at the top of The New York Times Real Estate Section homepage, showcasing its listings to the Times' readership in New York City as well as regionally, nationally and worldwide.

By incorporating the SnappSearch unique display advertising personalization format, New York Times viewers were empowered to search and retrieve exclusively William Pitt and Julia B. Fee Sotheby's International Realty listings, in real time without navigating away from the Times' website. The

campaign also dramatically increased engagement with the Sotheby's International Realty brand.

John Marshall, CEO of SnappSearch, stated: "We are very proud to receive this recognition from the Web Marketing Association. Not only does it recognize a new technology that can significantly impact the future of internet marketing, it acknowledges that our product delivered results for our clients. We are privileged and honored to work with William Pitt and Julia B. Fee Sotheby's International Realty to develop a product that helps them build market share and be relevant and responsive to the high end luxury real estate market."

"We are honored to receive these IAC awards that recognize the incredible work of our outstanding marketing team in partnership with SnappSearch," said Vincent Socci, Chief Operating Offi-

cer of William Pitt and Julia B. Fee Sotheby's International Realty. "Our New York Times ad was an incredibly powerful differentiator for us and is another example of the advantage that we provide to our clients and sales associates. Through partnerships like the one with SnappSearch, we are able to deliver our listings to a broader group of prospective home buyers."

SnappSearch is a groundbreaking, patented web display ad format that was developed by Inoventiv Canada Corp for user engagement, relevant content, ROI and personalization.

SnappSearch is a disruptive technology because it allows users to interact more intimately with ads by providing real-time search functionality for inventory and brand inquiries without being interrupted and taken away from the webpage hosting the ad unit.