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Roost is an effective and accountable solution to compliment your existing marketing efforts.

There is no upfront commitment, no minimum advertising spend, no setup fees, no listing feeds and no work for you. Engage with us today and we can have you up and running in no time so you can start receiving valuable consumer traffic to your website.

OVERVIEW

In today's competitive market, brokers and agents are looking for ways to more effectively spend their marketing budget.

SOLUTION

Reduce spending budget on ineffective marketing vehicles that can't be measured and focus advertising dollars on solutions whose results can be tracked directly and provide a higher return on investment (ROI)... enter Roost.com.

THE CASE STUDY

- Prudential California Realty joined the Roost.com network in January 2008.
- Prudential California Realty has invested heavily in their website, www.prurealty.com and it is a key part of their strategic marketing mix for acquiring customers.
- Since the partnership commenced, Roost.com has consistently delivered the most qualified and engaged traffic to www.prurealty.com.

Full results found to the right

CASE STUDY: PRUDENTIAL CALIFORNIA REALTY

"We're extremely excited about our Partnership with Roost.com. Roost.com is driving highly qualified traffic to our e-team."
 –Kathy Harrington, Head of Marketing



**WHAT'S MORE VALUABLE TO YOU?
 A CLICK OR AN ENGAGED VISITOR?**

173% MORE TIME ON SITE. Roost.com traffic spends 173% more time on www.prurealty.com than any other top 10 referring website. Roost.com traffic spends nearly 11 minutes on www.prurealty.com compared to a 4 minute average from the top ten referring websites.

ALL TRAFFIC IS NOT CREATED EQUAL

44% LOWER BOUNCE RATE*. The average bounce rate from the other referring websites to www.prurealty.com is 61%. Roost.com traffic is almost half that rate.

JUST IMAGINE IF YOU MEASURED ALL YOUR MARKETING THIS WAY!

67% MORE PAGES VIEWED PER VISITOR. Roost.com traffic views more than 6 pages on average per visit versus a site average of 3.6 pages.

* "Bounce Rate" is the % of visitors to your website who leave after a one page visit