



SMART SEARCH CAMPAIGNS WITH THRESHOLD

Looking for a hassle-free, low-cost digital advertising strategy to give your real estate brand a leg up? Smart Search Campaigns are an excellent choice when you're working with a small marketing budget but still need the exposure digital ads can provide.

Smart campaigns bring you results based on your campaign goal, whether that be phone calls, visits to your location, or actions on your website.



KEY BENEFITS



Affordable Pricing

Your costs are based on a simple monthly management fee plus your desired ad spend. When it comes to ad spend, you pay only when someone clicks your ad.



Added Traffic

Attract more customers to your website or Google Maps listing.



Expanded Reach

Ads will automatically be shown to users across Google Search, Google Maps, YouTube, Gmail, and Google partner websites. Reach customers on desktop computers and mobile devices, and in any geographic location that you choose.



Hassle-Free Maintenance

Between Google's automated platform learning and our Digital Success Managers handling all the set-up, tracking, and campaign management, you get a hands-off advertising option that frees up your time and energy for everything else in your busy day.

HOW IT WORKS

1. We'll create search ads that describe your community and promote amenities, availability, etc.
2. We'll select keyword themes to target your ads; keywords will be generated automatically by Google based on these themes
3. Google will adjust bidding automatically to drive the most value within your budget

PUT US TO
WORK FOR YOU!



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ARE SMART SEARCH CAMPAIGNS RIGHT FOR YOU?

We recommend Smart Search Campaigns for brands working with a limited budget and looking for a low-maintenance way to enhance their digital presence and brand awareness.

However, Smart Search Campaigns do have limitations, so consider the following when determining if this service is right for you.

Smart Campaigns with Threshold Include...	Smart Campaigns with Threshold DO NOT Include...
Automated reports on high-level campaign performance available through our reporting dashboard	Detailed reporting at the ad group, ad, keyword, or search term level
Kick-off call with property manager to gather relevant information to set-up the campaign	Monthly optimizations, calls, or write-ups
A simple, flat monthly management fee	Adjustable pricing based on ad spend
Automatic keyword selection and bid adjustments made by Google	Manual keyword selection and bid adjustments based on your unique goals and needs

**Looking For More Customization Options & Expert Support?
Ask About Our Other Digital Ad Services!**

PRICING

Because Smart Campaigns perform automated bid adjustments, you'll always receive your bill for these campaigns at the end of the month so that all bid adjustments for the month are reflected in your bill.

Smart Search Campaigns are not billed based on a percentage of ad spend.

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Smart Campaigns cannot be combined with any other digital services from Threshold.

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