



The Largest Audience of Real Estate Consumers

www.trulia.com

trulia®

What is Trulia?



Trulia is the 3rd fastest growing dot-com in the U.S., with 23 million monthly unique visitors.¹ Our audience faces key life events that trigger consumer spending. In fact, 71% of Trulia's users are planning to move in the next six months.²

The screenshot shows the Trulia website interface for San Francisco, CA. The page layout includes a search bar at the top, a navigation menu, and a main content area with a search filter sidebar on the left, a map in the center, and a list of real estate listings on the right. Three callout boxes highlight specific dimensions:

- 976 X 32**: Located at the top of the main content area, above the map.
- 300 X 250**: Located on the right side of the page, overlapping the search filter sidebar and the top of the listings.
- 160 X 600**: Located at the bottom left of the page, overlapping the bottom of the search filter sidebar and the bottom of the listings.



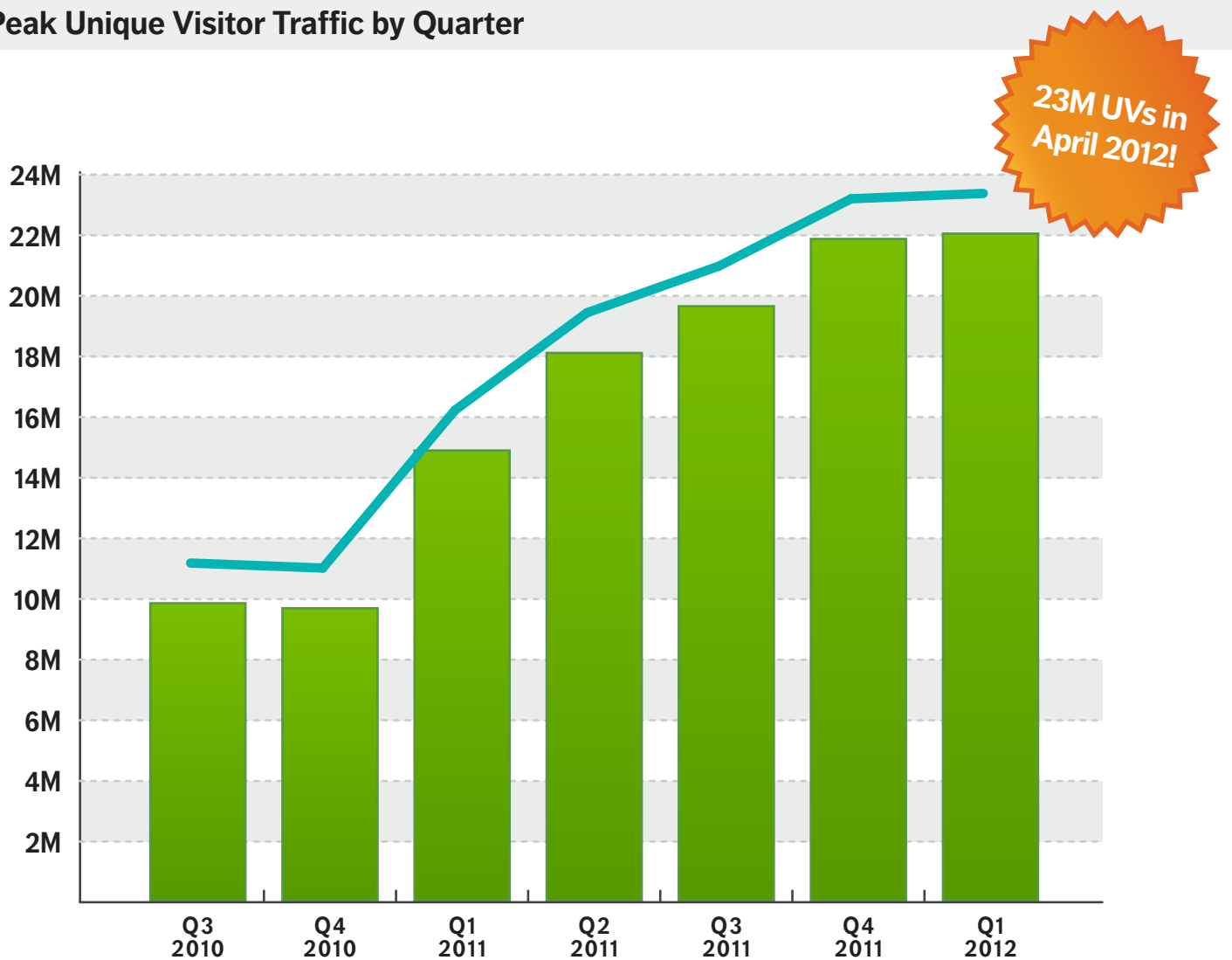
1. comScore Media Metrix, January 2011
 2. Trulia Internal Data, December 2011

Why Trulia?



23 million consumers visit Trulia every month during one of the most investment-intensive point in their lives, discovering transparent, reliable, and empowering content that help them make decisions with confidence.

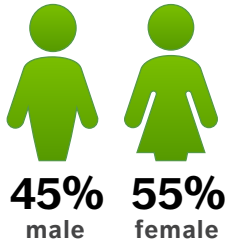
Peak Unique Visitor Traffic by Quarter



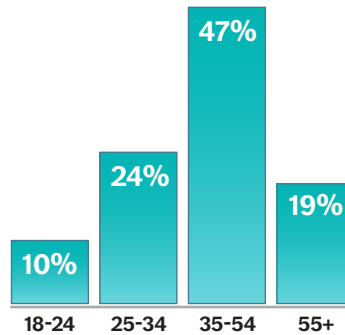
Audience Profile



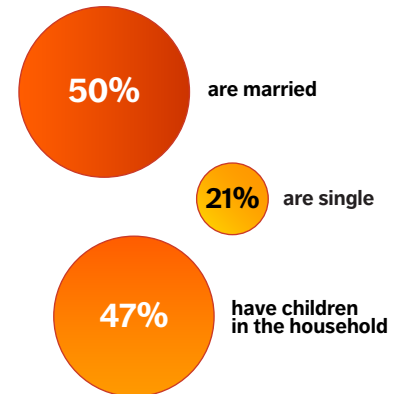
Gender Breakdown¹



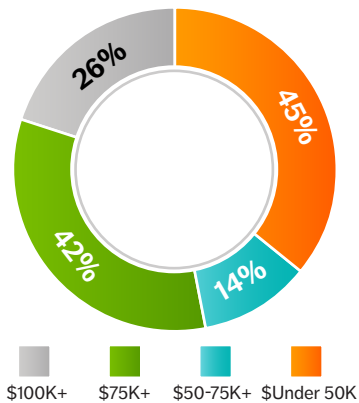
Age Demographics¹



Marital Status¹



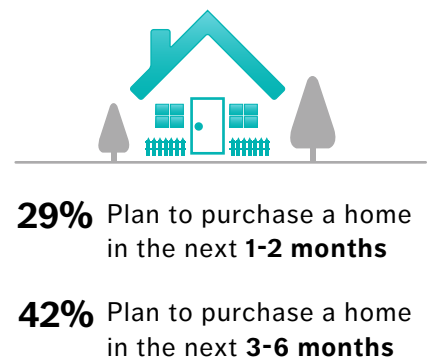
Household Income¹



Owners & Renters²



Purchase Intent³



User Interests⁴



Consider themselves **foodies**



Consider **arts & entertainment** one of their personal interests

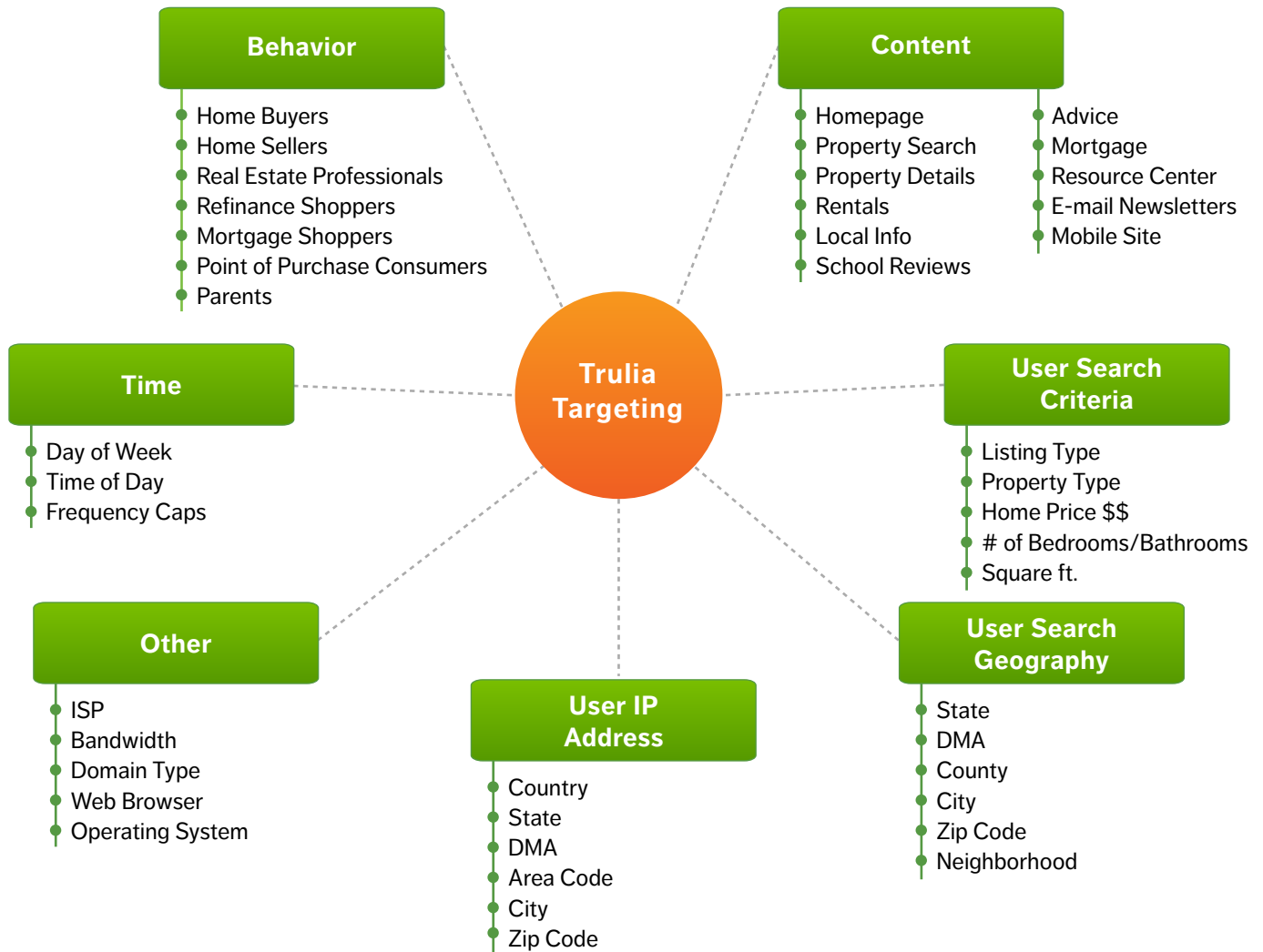


Consider **DIY** one of their personal interests

1. comScore Plan Metrix Site Audience Profile, March 2012
2. comScore Plan Metrix Key Measures, March 2012

3. Trulia Internal Data, December 2011
4. Trulia Consumer Survey, July 2011

Targeting Capabilities



Trulia's Proud Partners



More saving.



at&t



From browsing to buying —
Trulia engages consumers every step of the way.

Contact Trulia Today!

Email us: ConsumerSales@trulia.com