



# The Largest Audience of Real Estate Consumers

[www.trulia.com](http://www.trulia.com)



# What is Trulia?



Trulia is the 3rd fastest growing dot-com in the U.S., with 17 million monthly unique visitors.<sup>1</sup> Our audience faces key life events that are proven to trigger consumer spending. In fact, 72% of Trulia's users are planning to purchase a home in the next year!<sup>2</sup>

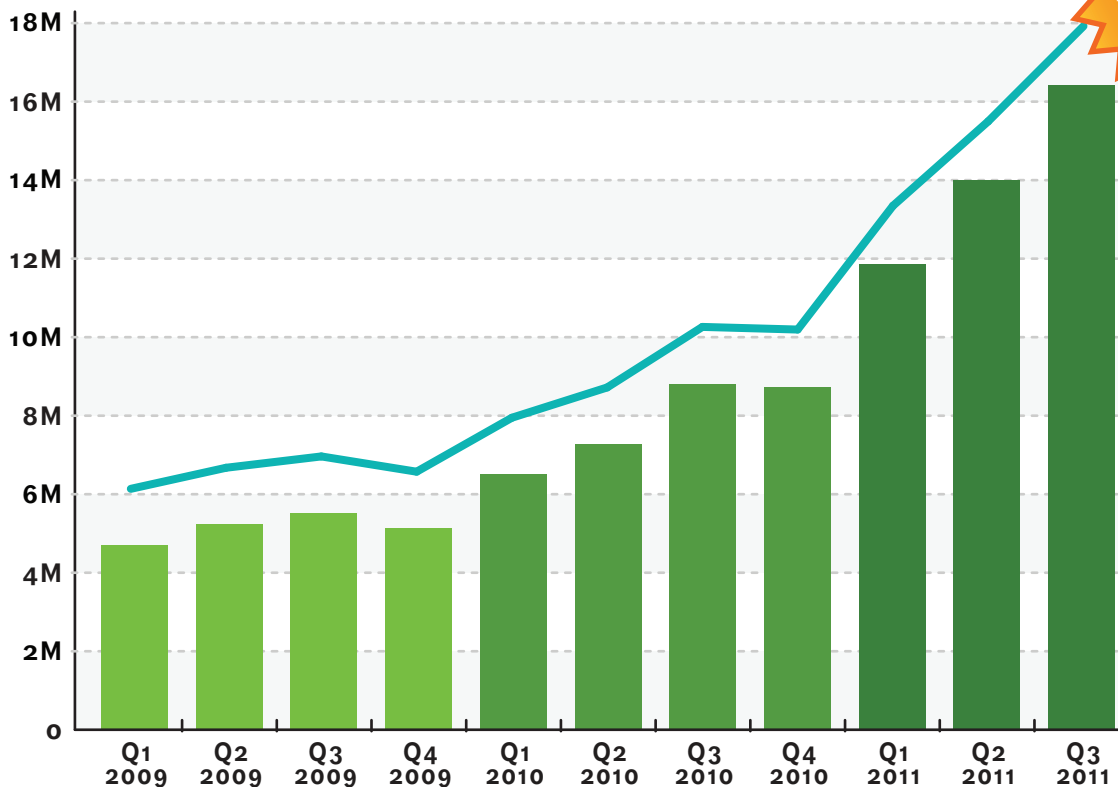
The screenshot shows the Trulia website interface for San Francisco, CA. The top navigation bar includes links for 'Buy', 'Rent', 'Advice', 'Mortgage', 'Local Info', and 'Find a Pro'. A search sidebar on the left allows users to refine their search by location, price, beds, baths, and listing type. The main content area displays a map and a list of property listings, each with a price, address, and key features. Two BankAmericard Cash Rewards advertisements are overlaid on the page, one in the top right and one in the bottom left. The advertisements highlight the benefits of the rewards card, such as 1% cash back on all purchases and no limits or expiration on rewards.



1. comScore Planmetrix Key Measures, February 2011  
 2. Trulia Internal Data, March 2008

# Why Trulia?

## Average Monthly Unique Visitors



17M UVs in Aug 2011!

## Average spending for each life stage

The home purchase life cycle is much more than just buying a home!



College

\$10k

Per year not including tuition



Kid(s)

\$10k

First year costs of raising a baby



Marriage

\$19k

Average cost of a wedding



Home

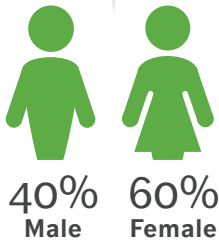
\$30k

\$30,000 relates to goods & services

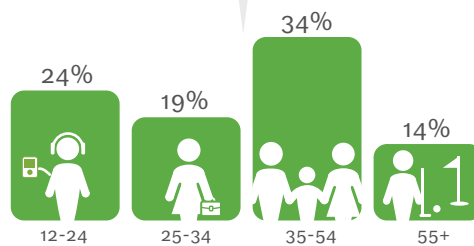
Spending on home related goods and services is 1.5 to 2.5 times larger than spending on any other major life stage!

# Audience Composition

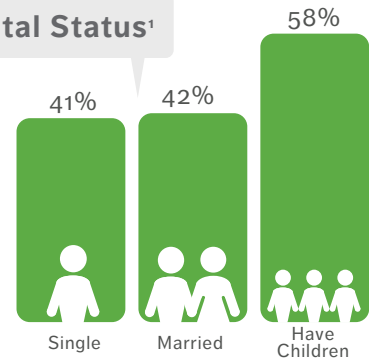
## Gender<sup>1</sup>



## Age<sup>1</sup>



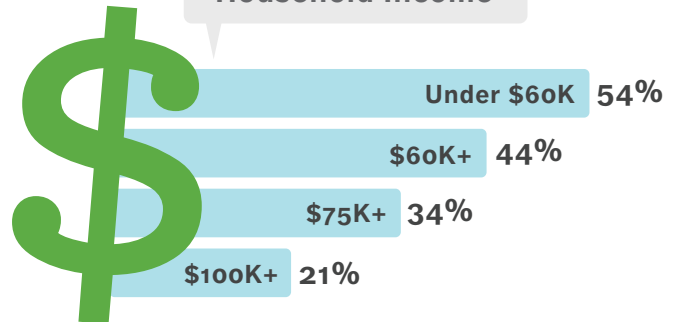
## Marital Status<sup>1</sup>



## 62% Buyers vs. 30% Renters<sup>2</sup>



## Household Income<sup>1</sup>



## Purchase Intent



Current Home Owner <sup>3</sup>	60%
First-time homebuyers <sup>3</sup>	30%
Plan to purchase a home in the next year <sup>4</sup>	72%
Prequalified for a mortgage <sup>4</sup>	42%

## User Interests



### Travel

48% of Trulia users are interested in receiving travel ads and offers<sup>5</sup>



### For the Home

46% of Trulia users are interested in receiving ads related to gardening, landscaping, and interior design & decor<sup>5</sup>



### Internet & Cable

Nearly half of Trulia's audience is interested in Internet, cable, and satellite providers and offers<sup>5</sup>



### Mortgage

Mortgage ranks among the top 5 Trulia user interests<sup>5</sup>



### Auto

45% of home buyers plan to buy a new or used vehicle in the next 12 months<sup>6</sup>



### Retail

56% of Trulia's married female audience purchased retail apparel online in the last 6 months<sup>7</sup>

1. comScore Media Dashboard, April 2011

2. comScore Plan Metrix Key Measures, April 2011

3. comScore Plan Metrix Key Measures, May 2011

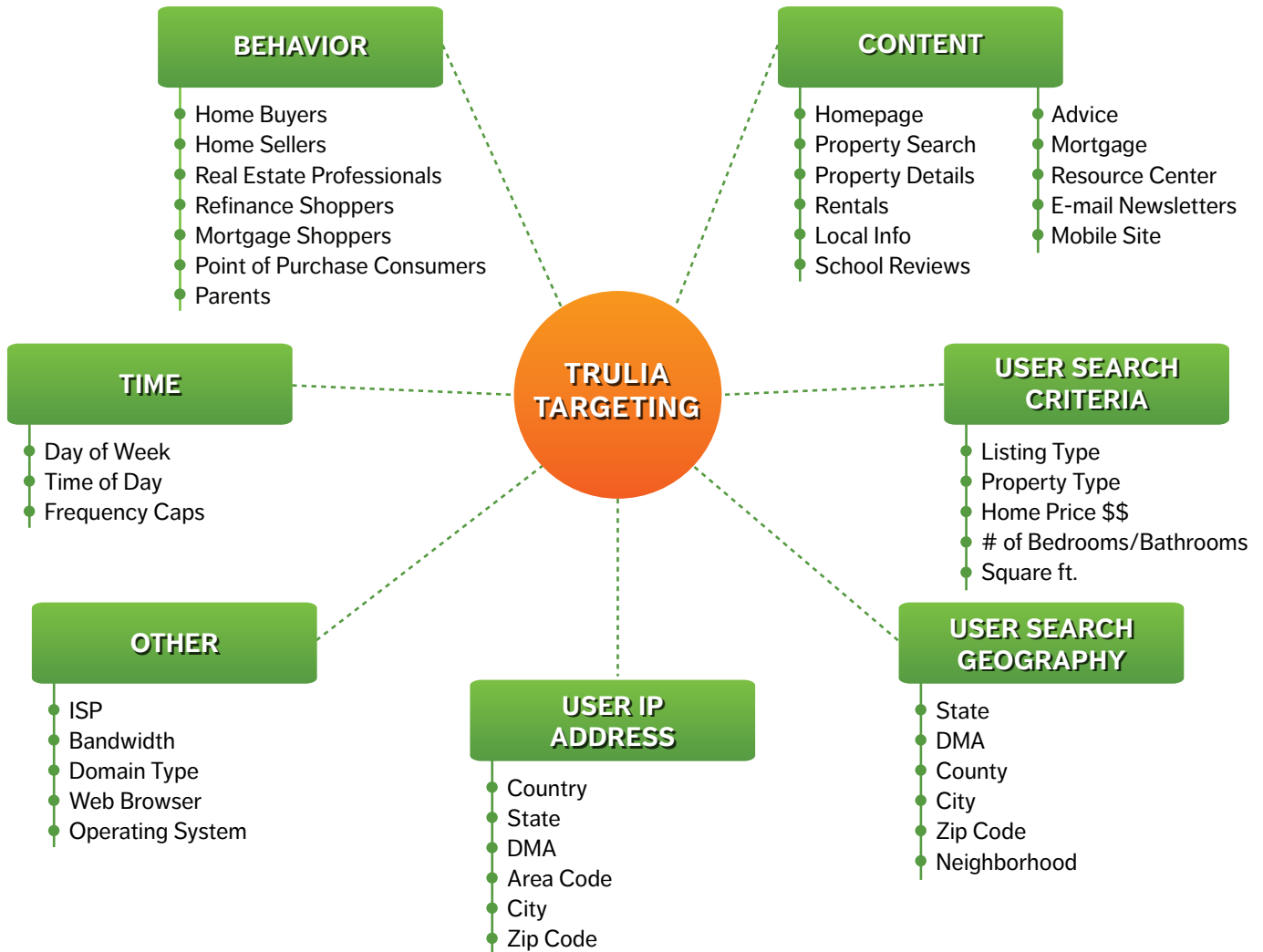
4. Trulia Internal Data, August 2008

5. Trulia Consumer Advertising Preferences Survey, July 2010

6. Borrell Life Stage Study, August 2008

7. comScore Plan Metrix Site Audience Profile, April 2011

# Targeting Capabilities



# Trulia Ad Network

Reach **10 million**<sup>1</sup> unique visitors across a select group of premium sites generating **30 million**<sup>2</sup> impressions per month.

## Targeting

- Renters
- Buyers and Sellers
- Real Estate Professionals
- IP Address
- User search (state, DMA, city, zip)

## Performance

- Increased audience reach
- Higher CTRs
- Ability to optimize across all sites

## Convenience

- One contract
- One publisher relationship
- Multiple ad sizes for increased creative flexibility

The logo for HOMES&LAND, featuring the text in a blue serif font with a horizontal line underneath.The logo for hotpads.com, featuring three colorful house icons (green, red, orange) to the left of the text "hotpads.com" in a sans-serif font, with the tagline "the place to find your place™" below it.The logo for oodle, featuring a stylized orange house icon with a white roof and a hand holding a key, followed by the word "oodle" in a bold, rounded, orange sans-serif font.The logo for homethinking, featuring the word "homethinking" in a grey sans-serif font with a green house icon above the 'h', and "REAL ESTATE AGENT SEARCH" in a smaller grey font below it.The logo for School Digger, featuring a blue silhouette of a rabbit digging a hole in the ground, with the text "School Digger™" in a blue and orange font below it.The logo for The Real Estate Book, featuring the text "The Real Estate Book" in a gold serif font inside a gold, rounded rectangular frame.The logo for Apartment Finder, featuring the text "Apartment Finder" in a blue sans-serif font with a horizontal line and four colored squares (red, green, blue, yellow) below it.The logo for CLRsearch.com, featuring the text "CLRsearch.com" in a green sans-serif font with a green house icon above the 'r', and the tagline "The right home in the right place" in a smaller green font below it.

<sup>1</sup> comScore Unduplicated Audience Report: September 2011

<sup>2</sup> DoubleClick for Publishers: October 2011



# 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](mailto:ConsumerSales@trulia.com)