

Reel Listings, Real Results

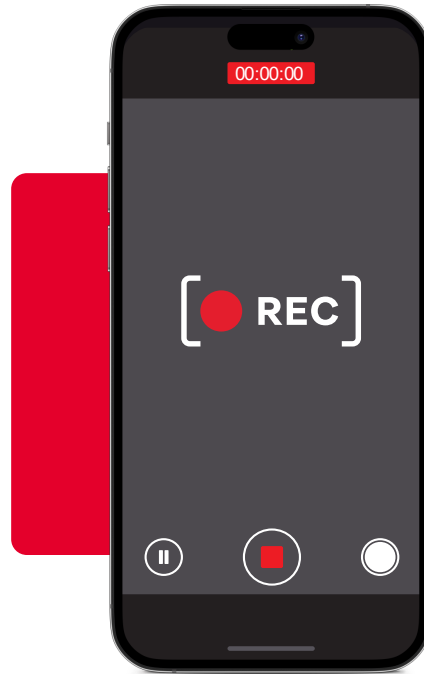
Unlock the power of
walkthrough videos



Hard to stand out with the traditional approach



Video is the fastest growing form of advertising



#1

Video marketing is the fastest growing type of marketing in digital advertising¹

20hr

per week
(Average hours of video consumption by Aussies)²

74%

of all mobile data traffic is estimated to be video traffic³

84%

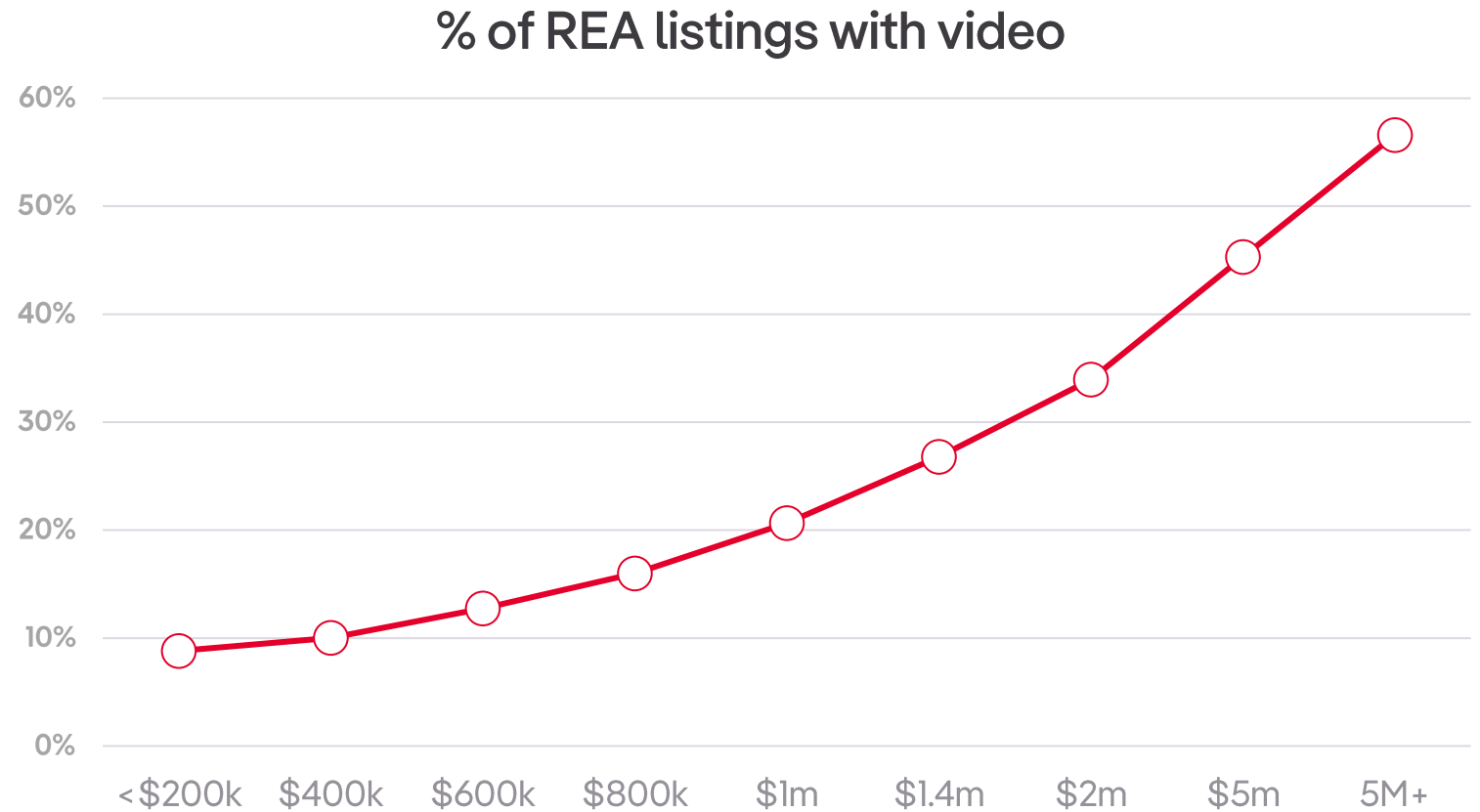
of visits to realestate.com.au are on mobile

1. Statista Digital Advertising: Market Data & Analysis Report 2024 (<https://www.statista.com/study/42540/digital-advertising-report/>)
2. Statista Digital Advertising: Market Data & Analysis Report 2024 (<https://www.statista.com/study/42540/digital-advertising-report/>)
3. Australian Communications and Media Authority (ACMA) Communications and media in Australia: How we watch and listen to content Report 2024.



What % of listings have a video?

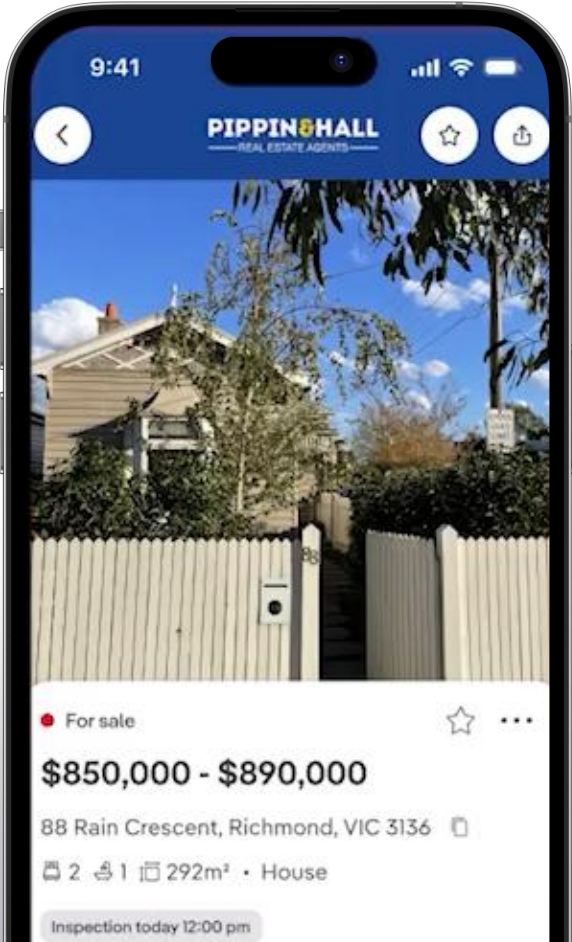
18%



We ran an experiment

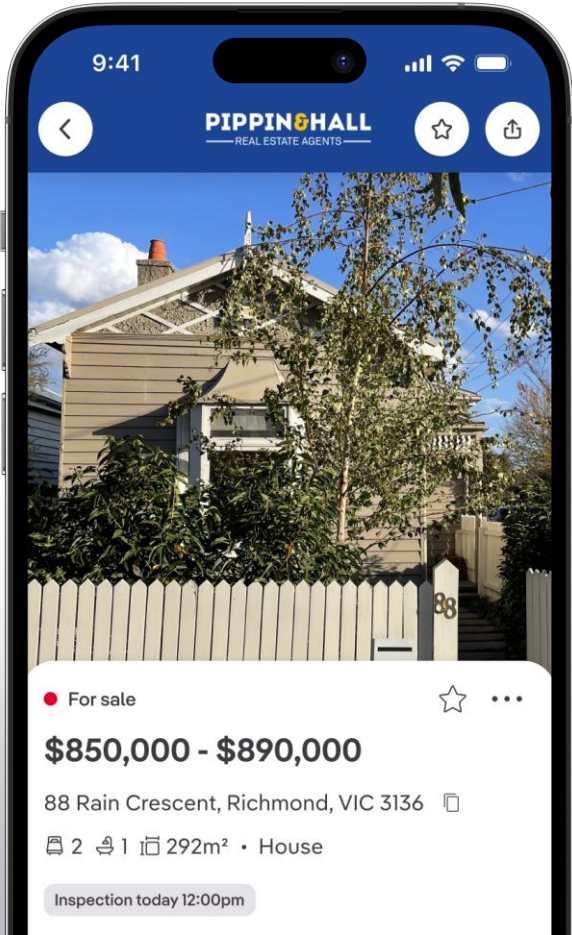
Listing with walkthrough video

Group A



Listing without walkthrough video

Group B



4x insights

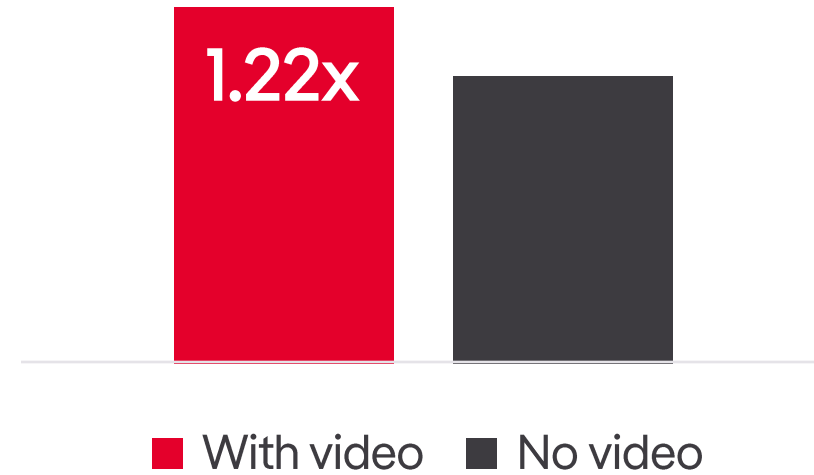
- #1 Price expectations
- #2 Layout
- #3 Excitement
- #4 Trust



What % of buyers think the property with video is worth more?

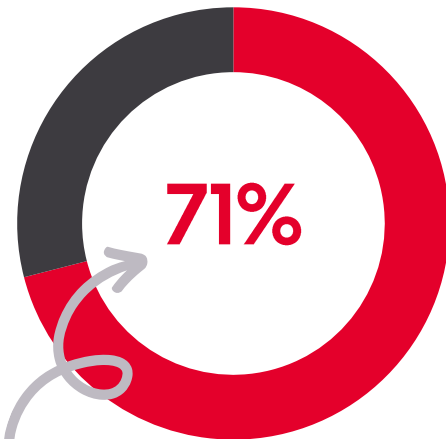
- a. No difference
- b. 5%
- c. 11%
- d. 22%

Positive impact on price expectations



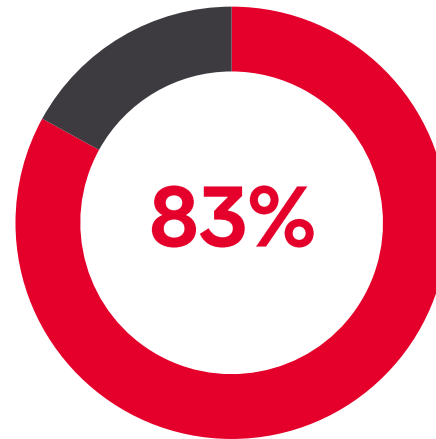
Buyers prefer listings with a video

7 in 10 **prefer**
listings to include a
walkthrough video



Even higher for first
home buyers (**75%**)

The video helped me **understand**
the layout of a property better
than photos do



2 in 3

agree a good walkthrough
video helps them get
excited and **emotionally**
connect to a property



Boosts credibility and trust

72%

Walkthrough videos help **build trust that the listing is accurate**

71%

Walkthrough videos are **more credible sources of information** as they are harder to manipulate

Bizarre detail in Sydney real estate ad blasted: 'How is this legal?'

Digitally altered images are becoming commonplace in realestate ads, but many Australians are questioning the practice.



VS



And benefits the agent too

Having a video suggests
the real estate agent has
the buyers' best interests
in mind

62%

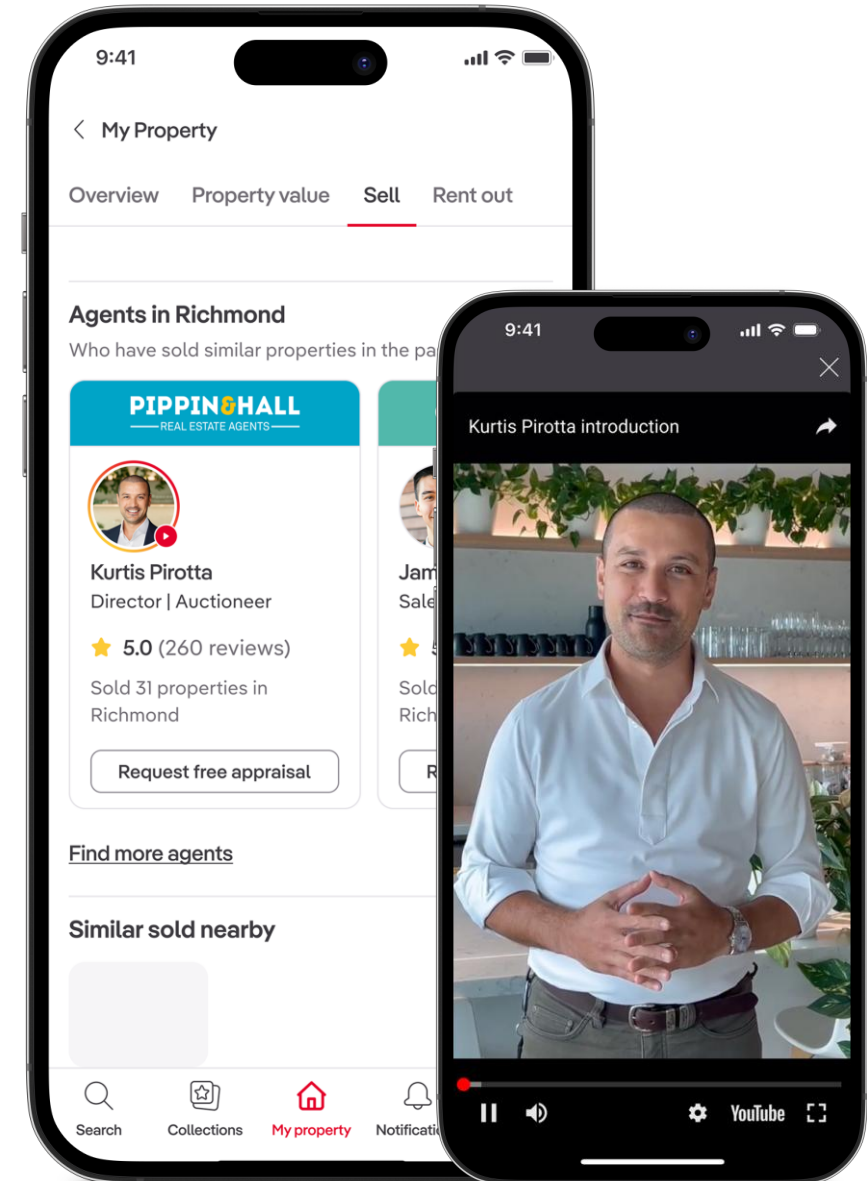
Walkthrough videos make
me feel more positive
about the agent selling
the property

61%

Helps build trust
in the real estate
agent selling the
property

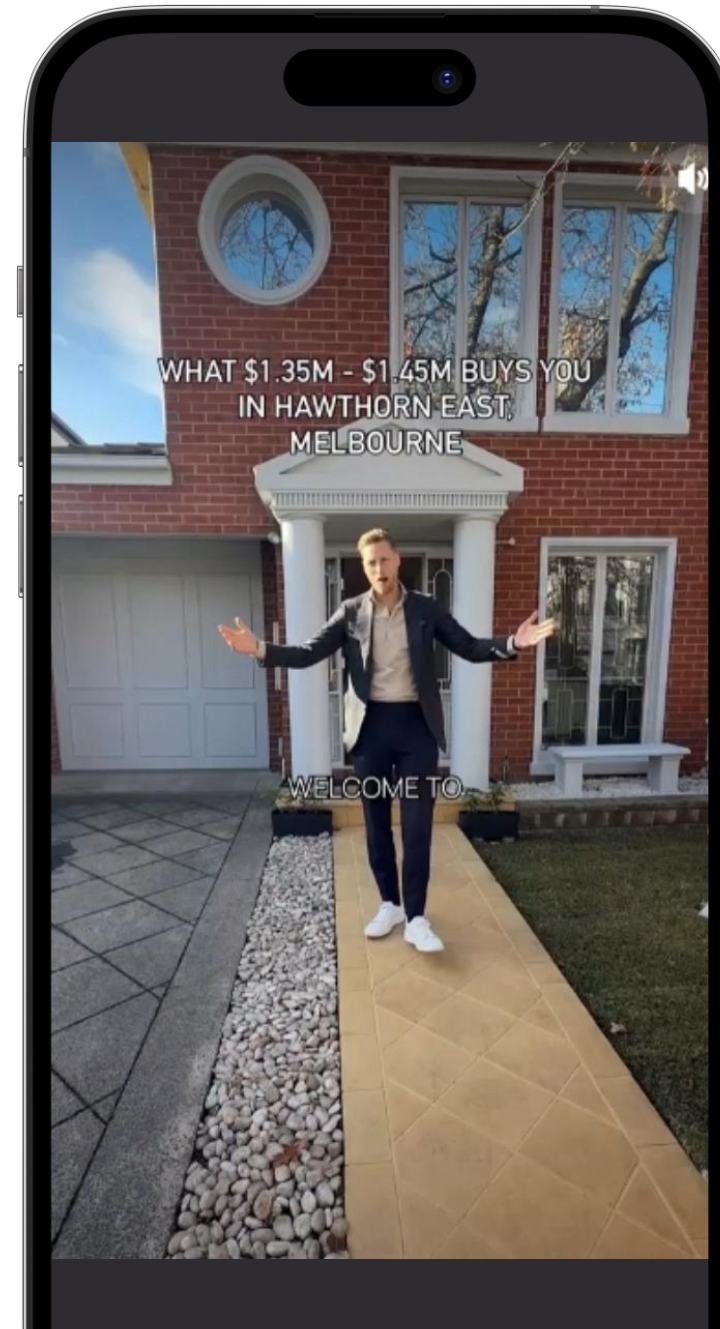
59%

Even higher for
first home buyers (73%)



What makes a good walkthrough?

Buyers want authentic
and transparent info



EXECUTION

Keep it short



Vertical



Continuous



Captions



CONTENT



Follow floorplan



Include details



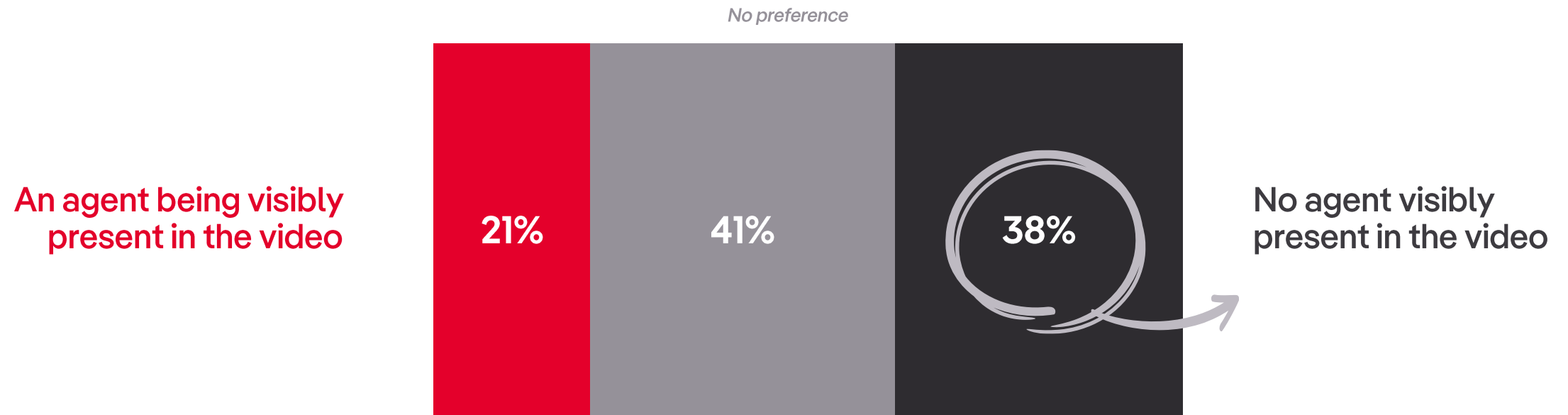
Storage

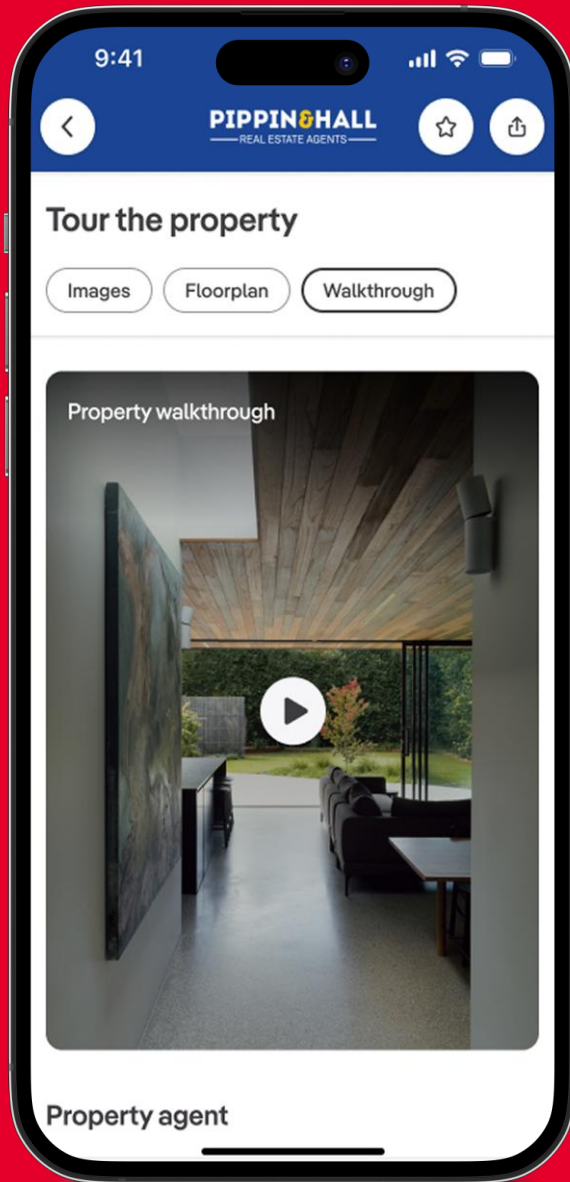


Raw and real



No agent, no matter...





Early results...

Walkthrough Videos are more popular

Completion Rate¹

+45%

More likely to watch to the end compared to regular video (buy)

Play Rate¹

+8%

More likely to click start on Walkthrough video compared to regular video

Source: IREA Internal data



Key walkaways



Helps buyers understand the layout and build excitement



Positions the property as higher value



Helps builds trust in the property and agent



More info here

