

# FSSIR NOTEWORTHY STATS

Year End 2019

FOURSEASONSSIR.COM

TIME ON  
SITE HAS  
**TRIPLED**

**85%**  
INCREASE IN  
ORGANIC SEARCH  
TRAFFIC

**336.1K**  
UNIQUE  
VISITORS

**3.04**  
AVG. PAGES  
VIEWED  
PER VISIT

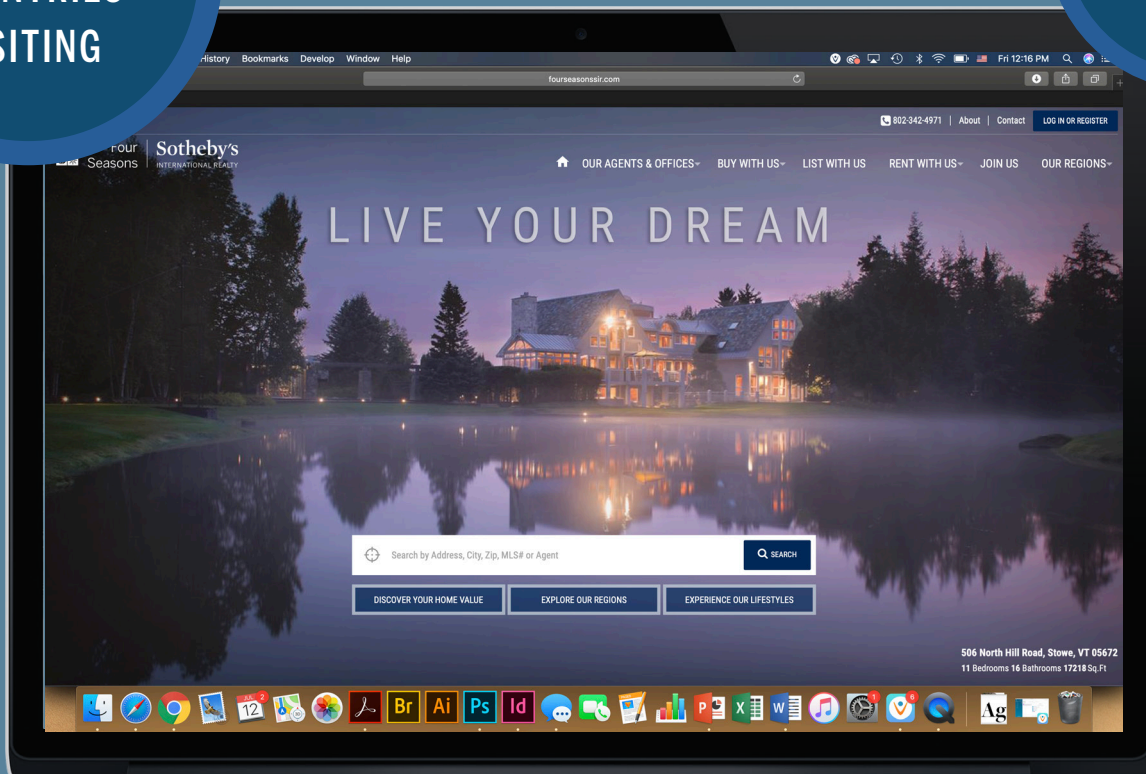
OUR BOUNCE  
RATE HAS  
**CUT IN  
HALF**

**2X**  
Leads/inquiries from  
our new site have more  
than doubled versus our  
old website

**1.57M**  
PAGE  
VIEWS

**163**  
COUNTRIES  
VISITING

**489K**  
TOTAL  
VISITS



## WEBSITE VISITOR LOCATIONS

### COUNTRIES



USA 290,667



Canada 4,216



Germany 1,613



United Kingdom 4,020



Australia 1,763

### UNITED STATES



Vermont 85,200



New Hampshire 54,800



Massachusetts 37,467



New York 22,000



Connecticut 16,467

## LEAD VOYAGER

## By the numbers...

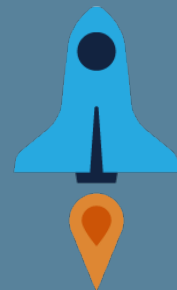
OVER **119,817** UNIQUE VISITORS

OVER **222,456** VIEWED LISTINGS

OVER **2,480** PROSPECTS IDENTIFIED

OVER **207,395** TOTAL PROPERTY SEARCHES

OVER **718** LEADS GENERATED



**LEAD**  
**VOYAGER**

## GOOGLE SEM KEYWORD CAMPAIGN

We launched a footprint wide SEM (paid search ads) campaign on Google targeting high volume keywords to drive traffic to our new website starting in April 2019. Here is a look at how it's performing so far:



We have generated over  
**988,844**  
**IMPRESSIONS**



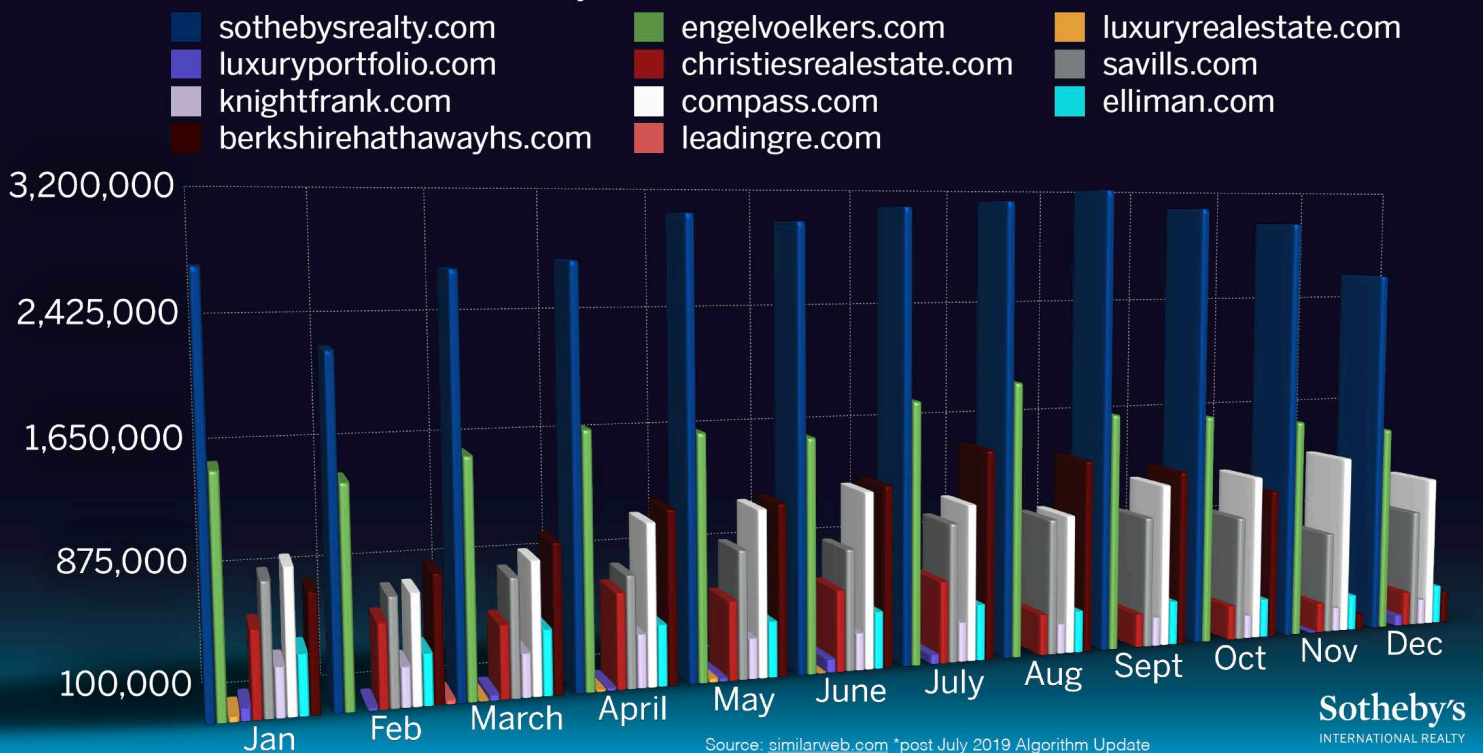
We have generated over  
**70K CLICKS**  
to our website



We have generated over  
**400 leads**

## SimilarWeb.com Website Visits Comparison

January 2019 - December 2019



## ADWERX DIGITAL CAMPAIGN

All new listings priced above \$250K+ automatically receive a digital advertising campaign for 1-3 weeks targeting home intenders within a 25 mile radius of the property.

OVER **2,520 PROPERTIES** PROMOTED

OVER **46 MILLION** IMPRESSIONS

OVER **107K CLICKS** TO OUR WEBSITE

## PRINT ADVERTISING

**60.7M**

The number of impressions that our print ads generated in over

**5,000**  
**ADVERTISEMENTS**



## SOCIAL MEDIA ACCOUNTS



**Facebook**

**30K TOTAL REACH**  
**3.2K LIKES**



**Instagram**

**2,963 FOLLOWERS**  
**1,000 LIKES**



**YouTube**

**11.2K VIEWS**  
**170 VIDEOS**



**ISSUU**

**724K IMPRESSIONS**  
**52K READS**



**Pinterest**

**45K VIEWERS**  
**63K IMPRESSIONS**  
**1.5K ENGAGEMENTS**  
**1K ENGAGED USERS**  
**518 FOLLOWERS**