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Zillow Group Launches 'Zillow Rent Connect: Boost'; New Program Brings Lift to Multifamily Rental Listings

New premium advertising products from Zillow Group allow multifamily rental professionals to shine a spotlight on properties, promotions and specific units

SEATTLE, June 23, 2015 /PRNewswire/ -- Today, Zillow Group, which houses a portfolio of the largest and most vibrant rental, real estate and home-related brands on mobile and Web, launched a new advertising program for multifamily partners on Zillow® called Zillow Rent Connect: Boost.

Zillow Rent Connect: Boost offers the opportunity for property managers to purchase prime advertising space above renters' search results on Zillow. These ads are highly targeted to renters' search areas and will show up only when they are searching the area in which the properties are located, and drive traffic directly back to the property's website.

There are three new advertising products available as part of Zillow Rent Connect: Boost: special offer, which highlights a specific unit or floorplan; a video ad, which is a 30-second, professionally produced video of the property; and the traffic ad, which is a static ad about the property.

"These new ads are a great way for our partners to surface specific parts of their properties - like amenities or a great unit - and drive traffic from Zillow directly back to their own website, which is an industry first," said Greg Schwartz, Zillow Group chief revenue officer. "The video ads are particularly engaging to renters. We've taken what we've learned from producing these types of ads for real estate agents and applied it to creating these highly effective videos for our rental partners."

Zillow Rent Connect: Boost is available today on Zillow. For more information on Zillow: Rent Connect Boost, please contact multifamily@zillow.com.

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About Zillow Group

Zillow Group (NASDAQ:Z) houses a portfolio of the largest real estate and home-related brands on the Web and mobile. The company's brands focus on all stages of the home lifecycle: renting, buying, selling, financing and home improvement. Zillow Group is committed to empowering consumers with unparalleled data, inspiration and knowledge around homes, and connecting them with the right local professionals to help. The Zillow Group portfolio of consumer brands includes real estate and rental marketplaces Zillow®, Trulia®, StreetEasy® and HotPads®. In addition, Zillow Group works with tens of thousands of real estate agents, lenders and rental professionals, helping them maximize business opportunities and connect to millions of consumers. The company operates a number of brands for real estate, rental and mortgage professionals, including Postlets®, Mortech®, Diverse Solutions®, Market Leader®, ActiveRain® and Retsly™. The company is headquartered in Seattle.

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