



## BDX ADVERTISERS STAND OUT WITH INNOVATIVE CREATIVE AND STRATEGIC THINKING

Using banner advertising in conjunction with your BDX Listings is proven to increase the number of leads you receive by up to 40%. But not all ads are created equal. These companies have implemented strategies designed to draw in the consumer and encourage action. Choosing just 10 banner ads to highlight wasn't easy -- there are a lot of good examples to choose from. But these companies really caught our eye for their innovative uses of technology, messaging and targeted marketing. Here is the BDX Top 10 Banner Ad Creative List:

### AVATAR HOMES -- Keeping It Interesting

Avatar is running a mix of ads promoting specific communities. The ads promote location, price, community and include lifestyle images.



### RYLAND HOMES -- Utilizing Best Practices

Ryland developed a series of banners utilizing our best practices and saw a dramatic jump in CTR (5X).



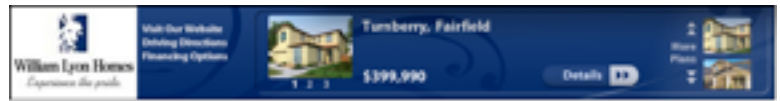
### LANDMARK 24 -- Increasing Share Of Voice

Landmark has outstanding small market campaign performance. The ads create a greater SOV and meet the consumer's needs in terms of price and location.



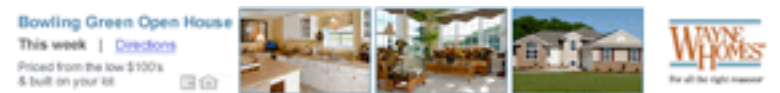
### WILLIAM LYON -- Providing Data-driven Creative

Data driven banners provide real time information on William Lyons listings. Banner performance is 3X compared to past campaign results.



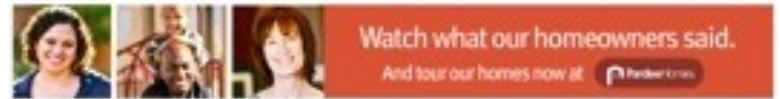
### WAYNE HOMES -- Driving Results With A Strong CTA

Strong call to action designed to drive consumers to the open house. Ads include market, price and provide even a link to driving directions for the consumer.



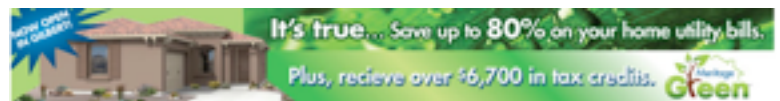
### PARDEE HOMES -- Letting Customers Tell The Story

Banners promote what customers are saying about Pardee Homes. The ads leverage the referrals through videos and encourage consumer engagement



### MERITAGE HOMES -- Using The Power Of Green

Meritage is promoting its new 'Green Community' in Gilbert Mesa. The banners promote home owner savings and reference location.



### KB HOME -- Selling With Simplicity

Simple and clean the new KB banners speak directly to the consumer's search.



### TOLL BROTHERS -- Focusing On The Community

The banners advertise specific communities in the a market. Focusing on one community keeps the banner simple and relevant.



### PULTE HOMES -- Putting Quality Front and Center

Pulte ads promote quality of construction and home -- a key point for consumers. Multiple click actions also better meet the consumers search criteria.



#### About BDX

Builders Digital Experience is a one stop shop for digital marketing solutions. In addition to the leading new home listing websites, BDX offers a host of solutions to help builders market their homes. For more information visit: [www.theBDX.com](http://www.theBDX.com).

