

2024

US Commercial Real Estate

MARKETING BENCHMARKS

**The only CRE industry
benchmarks that will help
you understand how your
digital marketing is
stacking up.**

Brought to you by

ATYPICAL

We only do one thing...
**COMMERCIAL REAL
ESTATE MARKETING**
...but we do it really well.

WHAT YOU'LL GET.



INTRODUCTION



**KEY CRE METRICS YOU
SHOULD BE TRACKING**



THE BENCHMARKS

LINKEDIN

GOOGLE SEARCH ADS

DISPLAY ADS

FACEBOOK

INSTAGRAM

YOUTUBE

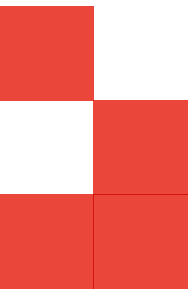
TIKTOK



KEY INSIGHTS



LET'S TALK



INTRODUCTION.

How do you know if your digital marketing is working? Before now, the commercial real estate industry (CRE) in the United States has never had any benchmarks to work from. Every other industry is full to the brim with metrics and averages, from click-through rates to how much you should be paying for a lead or goal conversion.

Not so for CRE. Now, **for the first time, you'll be able to see if the dollars you're spending on digital advertising are worth it,** specifically within the commercial real estate industry in the US.

You can **use this report to compare your current marketing metrics against your competitors** in the industry and understand if what you're currently spending money on is too little or possibly even too much.

Executives know that driving efficient growth is a top priority, so these benchmarks are a **must-have if you're looking to deliver a return on your investment** within the industry and justify your marketing efforts to top management.

Our data has been sourced from more than 8 000+ ads and content pieces across the US commercial real estate market, helping you not only understand your performance in relation to the rest of the market but also to navigate the current economic climate and strategically plan for 2024.

Read on to learn the key digital marketing performance metrics for commercial real estate in the US, along with **insights to maximize your ad spend, generate more leads, and stay competitive.**

- Dylan Joubert, Head of Digital Strategy,

IMPORTANT CRE METRICS TO TRACK. (and what they mean)

There are a lot of acronyms when it comes to digital marketing. We've broken down the most important ones below in order to help make sure you know exactly what you should potentially track for your CRE marketing.

Cost: How much money you're paying for an ad.

Impressions: The number of times an ad or a piece of content is shown or displayed to people. These help us understand how many people have potentially seen our message.

Reach: The number of unique people who see a particular piece of content. The reach of your post would be the number of different individuals who see that ad or content in their feed.

Views: A way to count how many times a video has been watched or seen by people. On Instagram it's counted as watched for more than 3 seconds. On YouTube it's more than 30 seconds.

Clicks: An action that people take when they interact with one of your ads or pieces of content. It could be clicking on the link, the video or an ad itself for example.

Cost-Per-Click: How much it costs when someone clicks on your ad. You want this to be as low as possible.

Click-Through-Rate: How often people click on an ad compared to the number of times it is shown to them. It's the percentage of people who see the ad and actually click on it.

Conversions: When someone performs the action you want them to take as a result of seeing your ad. For CRE, it's usually becoming a lead by filling in your online contact form or a property inquiry.

Conversion Rate (CR): The percentage of people who complete your specific ad goal out of the total number of people who had the opportunity to do so. It's like measuring the success rate of getting people to do something you want them to do.

Cost Per One-Thousand Impressions (CPM): How much it costs to show an ad or piece of content to a thousand people. It's how we understand the cost for reaching a large audience.

Cost-Per-Lead (CPL): How much it costs to acquire a new lead, which could be a form they filled in or a demo they booked etc.

View-Through-Rate (VTR): How many people watched your entire video or a significant portion of it, based on the platform it's on.

Engagement: Refers to people liking posts, leaving comments, sharing content with others, or following other users. It shows that people are actively participating

Engagement Rate: This shows us what percentage of your audience actively engages with your content.

Organic: When we refer to organic, we mean social media content that gets posted without any advertising behind it, it is purely free posting to your audience.



THE BENCHMARKS



LinkedIn is generally seen in the industry as the most trusted network for commercial real estate professionals. **You're able to be very targeted in your ad approach, but at what cost?**



CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS

The below benchmarks represent LinkedIn adverts in campaigns for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and investors, among others.

LINKEDIN ADS BENCHMARKS

0.52%

CLICK-THROUGH-RATE
(CTR)

AVE. B2B BENCHMARK
0.65%

The percentage of people clicking through on these types of ads.

\$3.52

COST-PER-CLICK
(CPC)

AVE. B2B BENCHMARK
\$5.58

What you end up paying every time someone clicks on these types of ads.

\$104.76

COST-PER-GOAL CONVERSION

AVE. B2B BENCHMARK
\$30 - \$300
(The variation is caused by audience type, offer, creative)

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.)

\$18.30

COST-PER-THOUSAND-IMPRESSIONS (CPM)

AVE. B2B BENCHMARK
\$33.80

What you end up paying to get in front of 1000 people.

3-7%

COST-PER-LEAD (CPL)

AVE. B2B BENCHMARK
12.50%

The percentage of people who complete the goal you set for these ads.

IMPORTANT TAKEAWAYS TO NOTE:

1.

The Cost-Per-Goal might seem high but **falls well within the average benchmarks** of what the rest of the B2B industry is paying.

2.

We saw a range of conversion rates due to the type of goal set up, the level of commitment to the goal, and the long sales cycles.

3.

LinkedIn is also seeing more than a **dollar in saving for CPC** compared to B2B averages.



CRE BENCHMARKS

CRE TECH

The below benchmarks represent LinkedIn adverts that used images only in campaigns for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

LINKEDIN ADS BENCHMARKS

0.38%

CLICK-THROUGH-RATE (CTR)

AVE. B2B BENCHMARK

0.65%

The percentage of people clicking through on these types of ads.

\$4.18

COST-PER-CLICK (CPC)

AVE. B2B BENCHMARK

\$5.58

What you end up paying every time someone clicks on these types of ads.

\$97.98

COST-PER-GOAL CONVERSION

AVE. B2B BENCHMARK

\$30-\$300

(The variation is caused by audience type, offer, creative)

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.)

\$15.94

COST-PER-THOUSAND-IMPRESSIONS (CPM)

AVE. B2B BENCHMARK

\$33.80

What you end up paying to get in front of 1000 people.

4-8%

CONVERSION RATE (CR)

AVE. B2B BENCHMARK

12.50%

The percentage of people who complete the goal you set for these ads.

IMPORTANT TAKEAWAYS TO NOTE:

1.

Conversion costs are even more affordable for CREtech, mostly due to a simpler barrier to entry such as a 'Try for Free' call to action.

2.

We're seeing a very affordable CPM, meaning it's quite cheap to reach your audience on LinkedIn.

3.

Again, we saw a wide range of CR's because of the varying nature of the end goals, level of commitment and the long sales cycles.



KEY TAKEAWAYS

INSIGHT INTO USING LINKEDIN FOR YOUR
CRE MARKETING.

USE IT FOR AWARENESS

1.

More and more, we see LinkedIn ads as an **excellent driver of reach and awareness** for your marketing campaigns.

2.

LinkedIn **will also generate goal conversions for you**, it is just generally going to cost you a bit more to obtain them than Google Search Ads (though Google Ads may not always be an option).

3.

LinkedIn goal conversions **are also generally more qualified** than other social media channels, owing to the detail of the audience targeting LinkedIn possesses.



SEARCH ADS

Google Ads is **an incredibly powerful online advertising platform**, where advertisers bid to display brief advertisements, leasing vacancies, service offerings, product listings, and videos to web users. It can place ads in the results of search engines like Google Search, mobile apps, videos, and non-search websites.



CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS

The below benchmarks represent Google Search adverts for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments.

GOOGLE SEARCH ADS BENCHMARKS

11.91%

**CLICK-THROUGH-RATE
(CTR)**

AVE. B2B BENCHMARK
2.41%

The percentage of people clicking through on these types of ads.

\$0.55

**COST-PER-CLICK
(CPC)**

AVE. B2B BENCHMARK
\$3.33

What you end up paying every time someone clicks on these types of ads.

3.90%

CONVERSION RATE (CR)

AVE. B2B BENCHMARK

0.65%

(The variation is caused by audience type, offer, creative)

The percentage of people who complete the goal you set for these ads.

\$65.70

COST-PER-THOUSAND-IMPRESSIONS (CPM)

AVE. B2B BENCHMARK

\$41.10

What you end up paying to get in front of 1000 people.

\$59.56

COST-PER-GOAL CONVERSION

AVE. B2B BENCHMARK

\$40.00 - \$90.00

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.)

IMPORTANT TAKEAWAYS TO NOTE:

1.

These ads work exceptionally well as the audience is intently searching for properties.

2.

The **incredibly good CTR** means the CRE audience is actively searching on Google.

3.

Cost-per-goal is strong and on the lower side of B2B benchmarks.



CRE BENCHMARKS

CRE TECH

The below benchmarks represent Google Search adverts for CRE SaaS technology companies.

GOOGLE SEARCH ADS BENCHMARKS

6.15%

**CLICK-THROUGH-RATE
(CTR)**

AVE. B2B BENCHMARK
2.41%

The percentage of people clicking through on these types of ads.

\$2.03

**COST-PER-CLICK
(CPC)**

AVE. B2B BENCHMARK
\$3.33

What you end up paying every time someone clicks on these types of ads.

2.98%

**CONVERSION RATE
(CR)**

AVE. B2B BENCHMARK
4.20%

The percentage of people who complete the goal you set for these ads.

\$63.46

**COST-PER-THOUSAND-
IMPRESSIONS (CPM)**

AVE. B2B BENCHMARK
\$41.10

What you end up paying to get in front of 1000 people.

\$68.27

**COST-PER-GOAL
CONVERSION**

AVE. B2B BENCHMARK
\$79.29

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.)

IMPORTANT TAKEAWAYS TO NOTE:

1.

Very good CTRs and CPCs, meaning people are taking a lot of action on these ads.

2.

Slightly higher cost-per-goal and CPM for CRE Tech due to there being **less intent searching by the audience**.

3.

If you need out-and-out awareness, we don't suggest using Google Search Ads. It's **best for goal conversions**.

Google SEARCH ADS

KEY TAKEAWAYS

INSIGHT INTO USING GOOGLE SEARCH ADS FOR YOUR CRE MARKETING.

USE IT FOR AWARENESS

1.

Across all of the ads and campaigns we sourced for this report, Google Search Ads **generated the most goals converted** for our clients.

2.

This meant we were able to develop strategic marketing funnels across different CRE asset classes and suggest budgets, knowing we would be able to generate **high-quality conversions through Google Search Ads.**

3.

Google Search Ads were **not used as predominant awareness drivers** in campaigns though we combined them with Google Display Ads which worked exceptionally well together.



DISPLAY ADS

Display ads serve visually engaging ads across the internet, helping you **reach people as they browse millions of websites**, apps, and Google-owned properties (such as YouTube and Gmail).



CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS

The below benchmarks represent Google Display adverts for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and Investors, among others.

GOOGLE DISPLAY ADS BENCHMARKS

\$1.78

**COST-PER-THOUSAND-
IMPRESSIONS (CPM)**

AVE. B2B BENCHMARK

\$2.39

What you end up paying to get in front of 1000 people.

0.53%

**CLICK-THROUGH-RATE
(CTR)**

AVE. B2B BENCHMARK

0.64%

The percentage of people clicking through on these types of ads.

\$0.33

**COST-PER-LEAD
(CPL)**

AVE. B2B BENCHMARK

\$0.79

What you end up paying every time someone clicks on these types of ads.

IMPORTANT TAKEAWAYS TO NOTE:

1.

Display Ads **performed extremely well** compared to B2B averages, meaning we were able to get in front of a lot of people.

2.

They are the **number 1 driver of ad reach and awareness** as can be seen from the excellent CPM.

3.

We **don't recommend** using Display Ads as a main driver for goal conversions.



CRE BENCHMARKS

CRE TECH

The below benchmarks represent Google Display adverts for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

GOOGLE DISPLAY ADS BENCHMARKS

\$2.23

**COST-PER-THOUSAND-
IMPRESSIONS (CPM)**

AVE. B2B BENCHMARK

\$2.39

What you end up paying to get in front of 1000 people.

0.61%

**CLICK-THROUGH-RATE
(CTR)**

AVE. B2B BENCHMARK

0.64%

The percentage of people clicking through on these types of ads.

\$1.47

**COST-PER-CLICK
(CPC)**

AVE. B2B BENCHMARK

\$0.79

What you end up paying every time someone clicks on these types of ads.

IMPORTANT TAKEAWAYS TO NOTE:

1.

CRE Tech sees a **strong Display Ads CTR**, nearly matching the B2B industry averages.

2.

Very strong CPM when compared to other channels, making it a **great fit for top-of-funnel awareness**.

3.

We wouldn't always recommend Google Display for ad engagement though the **CPC is still strong**.

Google DISPLAY ADS

KEY TAKEAWAYS

INSIGHT INTO USING GOOGLE DISPLAY ADS FOR YOUR CRE MARKETING.

USE THESE ADS TO REACH AS MANY PEOPLE AS POSSIBLE

1.

Display ads cost very little to reach a very large audience. These ads are excellent at filling the top of the funnel for brand or campaign awareness.

2.

Google Display Ads form an **integral part of our marketing funnels** as we create excitement and brand recognition through low CPM.

3.

We then **push them down our marketing funnel** and into our Google Search Ads to convert them into our campaign goals.



facebook

Facebook is a **strong marketing tool throughout the funnel** and we're able to use it for B2B and B2C commercial real estate campaigns.



CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS

The below benchmarks represent Facebook adverts in campaigns for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and investors, among others.

FACEBOOK ADS BENCHMARKS

0.43%

CLICK-THROUGH-RATE (CTR)

AVE. B2B BENCHMARK

0.90%

The percentage of people clicking through on these types of ads.

\$0.89

COST-PER-CLICK (CPC)

AVE. B2B BENCHMARK

\$0.97

What you end up paying every time someone clicks on these types of ads.

7.96%

CONVERSION RATE (CR)

AVE. B2B BENCHMARK

9.21%

(The variation is caused by audience type, offer, creative)

The percentage of people who complete the goal you set for these ads.

\$3.86

COST-PER-THOUSAND-IMPRESSIONS (CPM)

AVE. B2B BENCHMARK

\$14.00

What you end up paying to get in front of 1000 people.

\$11.23

COST-PER-GOAL CONVERSION

AVE. B2B BENCHMARK

\$10.53

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.)

IMPORTANT TAKEAWAYS TO NOTE:

1.

Facebook campaigns generating the most goal conversions were focused on **filling vacant retail space**.

2.

The low CPC shows that Facebook provides **good bang for your buck**.

3.

Incredibly strong CPM means **Facebook works well for brand awareness**.



CRE BENCHMARKS

CRE TECH

The below benchmarks represent Facebook adverts that used images only in campaigns for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

FACEBOOK ADS BENCHMARKS

0.28%

CLICK-THROUGH-RATE
(CTR)

AVE. B2B BENCHMARK

0.90%

The percentage of people clicking through on these types of ads.

\$1.97

COST-PER-CLICK
(CPC)

AVE. B2B BENCHMARK

\$0.97

What you end up paying every time someone clicks on these types of ads.

5.50%

CONVERSION RATE
(CR)

AVE. B2B BENCHMARK

9.21%

The percentage of people who complete the goal you set for these ads.

\$6.57

COST-PER-THOUSAND-IMPRESSIONS (CPM)

AVE. B2B BENCHMARK

\$14.00

What you end up paying to get in front of 1000 people.

\$35.82

COST-PER-GOAL CONVERSION

AVE. B2B BENCHMARK

\$10.53

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.)

IMPORTANT TAKEAWAYS TO NOTE:

1.

Facebook ads in CRE Tech were overall the **worst-performing** ad sets we saw.

2.

This shows the tech-focused audience is **not converting well on Facebook** from a B2B perspective.

3.

However, as part of a larger awareness driver, Facebook has been shown to **contribute to overall campaign awareness**.

facebook

KEY TAKEAWAYS

INSIGHT INTO USING FACEBOOK FOR YOUR CRE MARKETING.

USE IT TO TARGET CONSUMERS

1.

Facebook has excellent targeting powers when trying to reach and convert from a **business to a consumer angle**.

2.

If you are trying to **lease retail space**, then using Facebook has shown to be a powerful ad platform.

3.

However, Facebook for **CRE Tech** has shown **poor goal conversion results** but should still be considered as part of your broader funnel approach as the CPM is healthy.



While Instagram hasn't traditionally been seen as a core CRE marketing channel, given the number of monthly active users, and the fact that a large number of CRE professionals make up that user base, **it's a platform that simply cannot be ignored.**



CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS

The below benchmarks represent Instagram adverts that used images only in campaigns for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and Investors, among others.

INSTAGRAM ADS BENCHMARKS

1.08%

**CLICK-THROUGH-RATE
(CTR)**

AVE. B2B BENCHMARK

0.22%

The percentage of people clicking through on these types of ads.

\$10.86

**COST-PER-THOUSAND-
IMPRESSIONS (CPM)**

AVE. B2B BENCHMARK

\$7.91

What you end up paying to get in front of 1000 people.

\$1.06

**COST-PER-CLICK
(CPC)**

AVE. B2B BENCHMARK

\$1.00

What you end up paying every time someone clicks on these types of ads.

IMPORTANT TAKEAWAYS TO NOTE:

1.

CTRs are well above benchmarks, showing the audience is engaging with these ads on Instagram.

2.

CPM is on the high side, so be aware of this for top-of-funnel ads as it's a very targeted audience.

3.

In our research, we found a lot of brokers use **Instagram to push properties** to their audience.



CRE BENCHMARKS

CRE TECH

The below benchmarks represent Instagram adverts that used images only in campaigns for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

INSTAGRAM ADS BENCHMARKS

0.29%

**CLICK-THROUGH-RATE
(CTR)**

AVE. B2B BENCHMARK

0.22%

The percentage of people clicking through on these types of ads.

\$5.62

**COST-PER-THOUSAND-
IMPRESSIONS (CPM)**

AVE. B2B BENCHMARK

\$7.91

What you end up paying to get in front of 1000 people.

\$2.01

**COST-PER-LEAD
(CPC)**

AVE. B2B BENCHMARK

\$1.00

What you end up paying every time someone clicks on these types of ads.

IMPORTANT TAKEAWAYS TO NOTE:

1.

Slightly higher than average CTR shows a **strong engagement** factor in ads.

2.

Low CPM means Instagram Tech ads are good at filling the **top of your funnel**.

3.

The CPC is a **dollar worse than average** so factor this number into potential campaign planning.



Instagram

KEY TAKEAWAYS

INSIGHT INTO USING INSTAGRAM FOR YOUR CRE MARKETING.

GET ON IT BEFORE YOUR COMPETITORS

1.

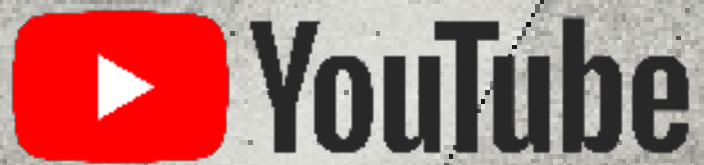
We believe Instagram **will become a vital platform for brokers, brokerages**, owners, and operators to showcase their portfolios. This means the CRE Tech companies should be building brand awareness there

2.

Our research showed that a lot of brokers are using Instagram to **push properties to their audience**.

3.

With the rise of video marketing and a portion of brokers now seeing the benefit of using it to lease space through video content, we believe it **needs to be part of your marketing arsenal**.



YouTube is often overlooked by many companies in commercial real estate because of the work involved in creating video content. However, with the rise of the creator economy and video marketing taking center stage, **it is a platform that can no longer be shoved aside.**



CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS

The below benchmarks represent YouTube adverts in campaigns for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and Investors, among others.

YOUTUBE ADS BENCHMARKS

0.59%

**CLICK-THROUGH-RATE
(CTR)**

AVE. B2B BENCHMARK

0.65%

The percentage of people clicking through on these types of ads.

\$7.33

**COST-PER-THOUSAND-
IMPRESSIONS (CPM)**

AVE. B2B BENCHMARK

\$20.00

What you end up paying to get in front of 1000 people.

\$1.25

**COST-PER-CLICK
(CPC)**

AVE. B2B BENCHMARK

\$0.20-\$0.55

What you end up paying every time someone clicks on these types of ads.

IMPORTANT TAKEAWAYS TO NOTE:

1.

The CPM is extremely **good compared to B2B averages**, meaning its affordable for reach campaigns.

2.

YouTube is an **emerging platform for traditional Commercial Real Estate advertising** and as such the audience is not taking action on ads as frequently as we're seeing on other platforms that they are more entrenched in. This we believe will change.



CRE BENCHMARKS

CRE TECH

The below benchmarks represent YouTube adverts that used videos only in campaigns for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

YOUTUBE ADS BENCHMARKS

1.16%

**CLICK-THROUGH-RATE
(CTR)**

AVE. B2B BENCHMARK

0.65%

The percentage of people clicking through on these types of ads.

\$13.25

**COST-PER-THOUSAND-
IMPRESSIONS (CPM)**

AVE. B2B BENCHMARK

\$20.00

What you end up paying to get in front of 1000 people.

\$1.25

**COST-PER-CLICK
(CPC)**

AVE. B2B BENCHMARK

\$0.20-\$0.55

What you end up paying every time someone clicks on these types of ads.

IMPORTANT TAKEAWAYS TO NOTE:

1.

YouTube CRE Tech ads **saw one of the highest CTRs** in the report bar Google Search ads.

2.

The CPC was on the higher side, and this points to the very targeted nature of these ads and **smaller audience size**.

3.

YouTube performed quite well in terms of **generating impressions and brand awareness** for ad campaigns.



KEY TAKEAWAYS

INSIGHT INTO USING YOUTUBE FOR YOUR CRE MARKETING.

CREATING VIDEO CONTENT IS THE FUTURE OF MARKETING

1.

YouTube is the 2nd biggest search platform on the planet. This means that while your Google Search Ads are important, adopting YouTube into your marketing plans is of the utmost importance.

2.

YouTube is a knowledge library, so we compare it differently to other social media channels where content is only available for as long as it lives in your feed. While ads for traditional CRE companies battled with ad actions, we expect this to change as **more and more companies employ video in their strategies**, meaning YouTube will attract more CRE viewers in the future.

3.

The extra **effort in creating video content is going to set you apart** once the industry catches up and understands how to use the platform for generating goal conversions.





The newest of the social platforms, TikTok presents an **opportunity to reach the next generation of CRE professionals** in a way that is unique to how they want to be marketed to. From the numbers you'll see on the next page, if you want to get in front of the future of CRE, then you need to be present on TikTok.



CRE BENCHMARKS

ORGANIC ENGAGEMENT

The below benchmarks represent organic (non-paid) TikTok social media posts for companies in the commercial real estate industry in the US.

SIZE OF #COMMERCIALREALESTATE

194.3 M

| How many views there are on videos using the hashtag #CommercialRealEstate on TikTok at the time of writing.

AVERAGE ENGAGEMENT RATE:

369%

| The percentage of a page's followers that engage with a single post

AVERAGE ENGAGEMENT PER POST:

302

| The average number of likes, shares, comments, etc. on a single post

AVERAGE COMPANY FOLLOWING:

2 043

| The average number of followers per CRE company page on TikTok

IMPORTANT TAKEAWAYS TO NOTE:

TikTok is incredibly powerful when it comes to organic engagement as **your content is shown to algorithmic feeds, and not just your following**, which means (similar to Instagram Reels and YouTube Shorts) that you are able to reach far more people that are interested in CRE than platforms like LinkedIn (for now).

And contrary to what most in CRE believe, there is business being done on the platform as we can see from the nearly **190 Million posts about it**.

COMMERCIAL REAL ESTATE

CRE HASHTAGS ON DIFFERENT SOCIAL MEDIA PLATFORMS:

Instagram

#COMMERCIALREALESTATE:
1.9 MILLION POSTS

#CRE:
808K POSTS

facebook

#COMMERCIALREALESTATE:
2.4 MILLION POSTS

#CRE:
1.1 MILLION POSTS

LinkedIn

#COMMERCIALREALESTATE:
80.9K FOLLOWERS

#CRE:
22.7K FOLLOWERS

YouTube

#COMMERCIALREALESTATE:
38K POSTS

#CRE:
16K POSTS

TikTok

#COMMERCIALREALESTATE:
194.3 MILLION VIEWS

#CRE:
1.7 BILLION VIEWS

ORGANIC ENGAGEMENT RATES BY TOTAL FOLLOWER SIZE

Now we delve deeper into the **organic engagement rates of owner/operators and brokerages, and CRE Tech firms** on social media platforms.

This section will focus on engagement levels relative to the number of followers your company has.

We recognize that follower size is a crucial factor in the engagement rate calculation. Specifically, we will take into account the **total number of followers a firm has across all its social media platforms**.

The aim is to provide guidance on the average organic engagement levels that CRE firms should target based on their total social media followers, **categorizing them into different follower tiers across all platforms**.

BELOW ARE THE FOLLOWING TIERS:

S-TIER	1.5 MILLION+ FOLLOWERS
A-TIER	750K - 1.5M FOLLOWERS
B-TIER	250K - 750K FOLLOWERS
C-TIER	50K - 250K FOLLOWERS
D-TIER	UP TO 50K FOLLOWERS

S-TIER

CRE BENCHMARKS

TOTAL ORGANIC ENGAGEMENT

The below benchmarks represent organic (non-paid) social media posts for companies in the commercial real estate industry in the US with **1.5 million** or **more total followers across all social media channels** they are on.

AVERAGE ENGAGEMENT RATE:

Owner/Operator & Brokerage

0.26%

The percentage of a page's followers that engage with a single post across all social media channels.

CRE Tech Companies

N/A

AVERAGE ENGAGEMENT PER

Owner/Operator & Brokerage

68.18

The average number of likes, shares, comments, etc. on a single post across all social media channels.

CRE Tech Companies

N/A

AVERAGE COMPANY FOLLOWING PER CHANNEL:

Owner/Operator & Brokerage

363,833.90

The average number of followers per CRE company across all social media channels.

CRE Tech Companies

N/A

IMPORTANT TAKEAWAYS TO NOTE:

- Just because a CRE company has a huge following, that doesn't necessarily mean that their engagement is good, as we can see from this engagement rate.
- CRE Tech firms don't have total followings in this tier range.

A-TIER

CRE BENCHMARKS

TOTAL ORGANIC ENGAGEMENT

The below benchmarks represent organic (non-paid) social media posts for companies in the commercial real estate industry in the US with **750,000 to 1.5 million** total followers across all social media channels they are on.

AVERAGE ENGAGEMENT RATE:

Owner/Operator & Brokerage

0.88%

The percentage of a page's followers that engage with a single post across all social media channels.

CRE Tech Companies

2.03%

AVERAGE ENGAGEMENT PER

Owner/Operator & Brokerage

95.23

The average number of likes, shares, comments, etc. on a single post across all social media channels.

CRE Tech Companies

149.62

AVERAGE COMPANY FOLLOWING PER CHANNEL:

Owner/Operator & Brokerage

201,428.60

The average number of followers per CRE company across all social media channels.

CRE Tech Companies

209,884.47

IMPORTANT TAKEAWAYS TO NOTE:

- CRE Tech companies with followings of this size generate a higher engagement rate on their content than owners/operators and brokerages.

B-TIER

CRE BENCHMARKS

TOTAL ORGANIC ENGAGEMENT

The below benchmarks represent organic (non-paid) social media posts for companies in the commercial real estate industry in the US with **250,000 to 750,000** total followers across all social media channels they are on.

AVERAGE ENGAGEMENT RATE:

Owner/Operator & Brokerage

1.07%

The percentage of a page's followers that engage with a single post across all social media channels.

CRE Tech Companies

N/A

AVERAGE ENGAGEMENT PER

Owner/Operator & Brokerage

21.89

The average number of likes, shares, comments, etc. on a single post across all social media channels.

CRE Tech Companies

N/A

AVERAGE COMPANY FOLLOWING PER CHANNEL:

Owner/Operator & Brokerage

89,066.00

The average number of followers per CRE company across all social media channels.

CRE Tech Companies

N/A

IMPORTANT TAKEAWAYS TO NOTE:

- The smaller the total followings, the better the engagement rates get, but worse the average engagement per post becomes.
- CRE Tech firms don't have total followings in this tier range.

C-TIER

CRE BENCHMARKS

TOTAL ORGANIC ENGAGEMENT

The below benchmarks represent organic (non-paid) social media posts for companies in the commercial real estate industry in the US with **50,000 to 250,000** total followers across all social media channels they are on.

AVERAGE ENGAGEMENT RATE:

Owner/Operator & Brokerage

7.53%

The percentage of a page's followers that engage with a single post across all social media channels.

CRE Tech Companies

1.50%

AVERAGE ENGAGEMENT PER

Owner/Operator & Brokerage

22.12

The average number of likes, shares, comments, etc. on a single post across all social media channels.

CRE Tech Companies

17.11

AVERAGE COMPANY FOLLOWING PER CHANNEL:

Owner/Operator & Brokerage

20,501.15

The average number of followers per CRE company across all social media channels.

CRE Tech Companies

27,381.19

IMPORTANT TAKEAWAYS TO NOTE:

- As we drop in follower size we see an increase in the percentage of that following, which engages with the content.

D-TIER

CRE BENCHMARKS

TOTAL ORGANIC ENGAGEMENT

The below benchmarks represent organic (non-paid) social media posts for companies in the commercial real estate industry in the US with **up to 50,000 total followers across all social media channels** they are on.

AVERAGE ENGAGEMENT RATE:

Owner/Operator & Brokerage

15.44%

The percentage of a page's followers that engage with a single post across all social media channels

CRE Tech Companies

12.10%

AVERAGE ENGAGEMENT PER

Owner/Operator & Brokerage

7.38

The average number of likes, shares, comments, etc. on a single post across all social media channels

CRE Tech Companies

8.44

AVERAGE COMPANY FOLLOWING PER CHANNEL:

Owner/Operator & Brokerage

2,444.30

The average number of followers per CRE company across all social media channels

CRE Tech Companies

3,174.95

IMPORTANT TAKEAWAYS TO NOTE:

- The same trend continues as the audience sizes get smaller.

INSIGHTS:

OWNERS, OPERATORS AND BROKERAGES.

LINKEDIN

- Creates excellent awareness.
- Goal conversions can be expensive.
- But those goal conversions are usually more qualified than other channels.

GOOGLE SEARCH ADS

- Generated the most leads across CRE sectors.
- Audience is searching with intent which makes these ads extremely targeted.
- Most important part of the marketing funnel in the conversion layer.

DISPLAY ADS

- Most cost-effective ads to generate brand awareness.
- Not to be banked on for lead generation.
- Forms an important top layer in the marketing funnel.

YOUTUBE

- Uses intent-based search which means the ads are very targeted.
- Video content is important in the next gen of CRE marketing.
- YouTube Shorts will help grow organic brand recognition.

INSTAGRAM

- Video is integral to the modern marketing mix and Instagram thrives there.
- Great for brand building.
- Excellent for organic engagement.

FACEBOOK

- Best for targeting consumers and retail space for lease.
- Organic social posts don't get a lot of engagement.
- Strong ad targeting capabilities.

TIKTOK

- Very good for generating engagement.
- Reach a lot more people through algorithmic feed.
- A lot of brokers posting content.

INSIGHTS:

CRE SAAS TECHNOLOGY COMPANIES

LINKEDIN

- Conversion costs are affordable for CREtech.
- It's also affordable to reach your audience on LinkedIn.
- Every ad click is more than a dollar better than average B2B costs.

GOOGLE SEARCH ADS

- Very good CTRs and CPCs when compared to the rest of the B2B industry.
- Better Cost-Per-Goal conversions than LinkedIn.
- Don't use as main awareness platform.

DISPLAY ADS

- Strong Display Ads CTR, nearly matching the B2B industry averages.
- Used primarily to reach as many people as possible.

YOUTUBE

- One of the highest CTRs in the report bar Google Search ads.
- Not a huge goal conversion generator (yet).
- Performed very well in terms of generating impressions.

INSTAGRAM

- Will become a vital platform for brokers, brokerages, owners, and operators.
- Brokers are using Instagram to push properties.
- It needs to be part of your marketing arsenal.

FACEBOOK

- Overall worst-performing ad sets we saw.
- Audience is not converting well on Facebook.
- Shown to contribute very well on broader campaign awareness.

TIKTOK

- TikTok is incredibly powerful when it comes to organic engagement.
- Able to reach far more people who are interested in CRE than platforms like LinkedIn.

READY FOR BETTER MARKETING RESULTS?

ATYPICAL is an end-to-end marketing agency focused exclusively on the commercial real estate industry.

We help owners, operators, brokerages, and CRE Tech companies increase sales while reducing costs using proven marketing methods.

Below are just some of the CRE solutions we can help you with:

OWNERS & OPERATORS	BROKERAGES	CRE TECH
Lead gen for vacant space & leasing campaigns	Lead gen campaigns for vacant space	Lead generation strategy
Property brand development	Lead gen for investment sales	Marketing strategy development
Property awareness campaigns	Lead gen for recruitment	Content strategy
Tenant marketing campaigns	Lead gen for franchise enquiries	Social media strategy
Acquisitions & Dispositions marketing	Franchise marketing support	Social media content creation
Full marketing strategy development	Marketing strategy development	SEO strategy
Full-funnel paid media campaigns	Paid media campaigns	Corporate brand development
Content strategy & creation	Content strategy	Corporate brand awareness campaigns
SEM for intent-based property sales inquiries	Content creation	Content creation - Press releases, research reports, blog posts
SEO for intent-based leasing	SEO for intent-based leasing enquiries	Lead scoring
Website design & build	Website design & build	Sales funnel design
Video production	Video production	Creative campaign
+MORE	+MORE	+MORE

LET'S TALK.

getstarted@atypicalcompany.com
www.atypicalcompany.com



ATYPICAL