

28 February 2019

OnTheMarket's heavyweight marketing drive continues

In addition to sustaining its heavyweight investment in digital marketing, OnTheMarket will resume its national and local radio campaign that ran in January.

In a March/April campaign it will deliver over 3,000 radio spots reaching 29 million adults who will have the opportunity to hear it an average of 6.5 times.

The portal will be accessing the biggest commercial radio stations again across the UK with presence in **Heart FM, LBC, talkSPORT, Radio X, Kiss FM, and Absolute Radio**, as well as very **many local stations**.

This breadth of stations means OnTheMarket.com will be blanketing the commercial radio landscape again. This will be amplified through the **traffic and travel updates** that are broadcast over 200 commercial radio stations.

OnTheMarket will also be exhibiting at the NAEA/ARLA Propertymark Regional Conference in Glasgow on 13 March and is sponsoring Hunters' Annual Conference in York on 29 March and the ARLA Propertymark Conference at ExCeL in London on 2 April.

Advertising will also be seen at Murrayfield in Edinburgh on 9 March during the Scotland v Wales Six Nations rugby match.

The portal will be continuing its heavy-weight investment in paid-search and there will be an app download campaign on Facebook and Instagram.

The digital activity is strengthened further by OnTheMarket's continued listing integration partnership with Facebook Marketplace. OnTheMarket is the only major portal which provides its agents with the opportunity to showcase their rental listings on Facebook Marketplace.

Helen Whiteley, Commercial Director of OnTheMarket, said: "Our marketing strategy is working. It has played a key part in producing strong network effects. We are continuing to invest heavily to create value for our customers by generating strong growth in visits to the portal and providing increasing numbers of quality leads to our agents."

"This multi-channel activity is strengthened by the integrated co-branding and advertising which so many of our estate and letting agent customers continue to provide across the UK."

OnTheMarket plc announced on 5 February that more than 12,500 estate agent branches were in contract with the portal, and announced on 6 February that, during the month of January 2019 it achieved a record high of 23.5 million visits*. This was more than 4 times the number of visits compared with February 2018.

In January 2019, the portal delivered record levels of phone and email leads to its estate and letting agent customers. The total figure was more than 7 times those delivered in February 2018.

Background on OnTheMarket:

OnTheMarket plc, the agent-backed company which operates the OnTheMarket.com property portal, is the third biggest UK residential property portal provider in terms of traffic. It aims to deliver a market-leading, agent-backed alternative to Rightmove and Zoopla, offering a first-class service to agents at sustainably fair prices and becoming the go-to portal for serious property-seekers.



OnTheMarket plc was admitted to AIM in February 2018 with £30 million in new capital in order to support a new growth strategy for the business.

In January 2019, OnTheMarket delivered more than 7 times as many phone and email leads and 4 times the number of visits to its portal compared with February 2018, the month of the Company's admission to AIM. The portal's traffic in January exceeded 23.5 million visits*, a new monthly record.

At its IPO in February 2018, OnTheMarket was 70% owned by over two thousand agent firms.

With backing from its agent owners, OnTheMarket has developed unique sources of competitive advantage such as the thousands of "New & exclusive" property listings it receives every month from its agents to display 24 hours or more before they are on Rightmove or Zoopla.

*Visits comprise individual sessions on OnTheMarket.com's web based portal or mobile applications by users for the period indicated as measured by Google Analytics. Data for leads generated is reported from the Company's operating systems.