

➔ Why mobile...for property

Mobile phones are a huge part of our daily lives, and an extension of ourselves. We can be productive, social or relax, depending on which app we open.

What's more, our mobiles continually learn about our preferences, habits and interests, building an understanding of who we are, without identifying us as individuals.

It's this anonymous, GDPR compliant, profile of users which makes mobile advertising so effective.

You can reach a broad, but still highly targeted, bespoke audience at anytime, anywhere.

This goes far beyond the capabilities of more traditional media, meaning your target market is more likely to be aware of your key messages and your ad spend is directed to the right places.



Stretton Avenue, Leeds

Monthly mortgage payments

£550,000

Explore Stretton Avenue, this family haven is tucked away in a private setting. With generous living space and 677 sq ft, this home offers the ultimate in comfort and privacy.

Nestled along a secluded road, boasting only three residences, Stretton Avenue unveils an exceptional living experience. Spanning a generous 677 sq ft, this residence graces a characterful interior, promising an exceptional living experience.

Upon entry, the impressive interior unfolds to a meticulously designed living space. Benefiting from natural light, the property boasts underfloor heating and a Siemens integrated kitchen, offering a room for hosting and entertaining.

[Call agent](#)



Orley Road, Leeds, LS16 8AF

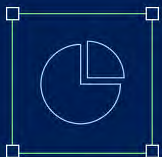
Shared ownership

£31,463

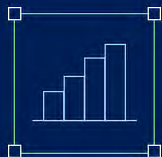
As with a stunning brick built home in a fantastic location. This 3-bedroom detached home features an open plan kitchen-diner, spacious lounge, and a master bedroom with en-suite. The property also has a double garage and a rear garden with a lawn and patio.

You will find a master bedroom with en-suite, a further double bedroom, a double bedroom, which could be used as a bedroom or home office. A bathroom completes the accommodation.

The property is situated in a highly sought-after location in the stunning Orley Road area.



Three quarters of buyers reported finding their homes on their phones.



June 2024 - Zoopla mobile traffic was **64.52%**.



80% of home buyers use their mobile phones throughout the search.



Buyers typically search for **8 weeks**.

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➔ Mobile customer journey

Regardless of purchase weight/level of consideration, mobile plays a fundamental role in consumer research and consideration.



Awareness

Mobile phones play a key part at the research stage for home seekers.



Interest

Repeated brand exposure aimed at the right audience/s can result in increased levels of engagement.



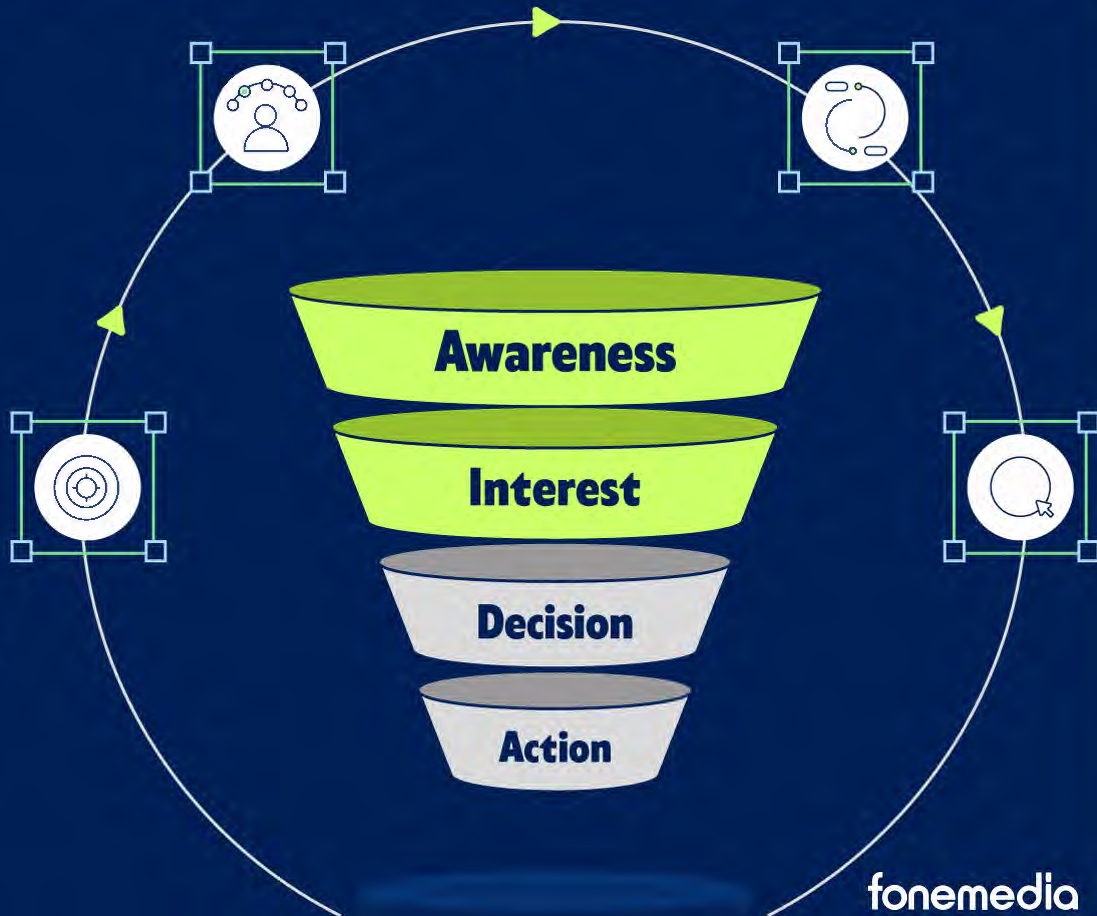
Consideration

An engaged audience is more likely to take the next step towards action.



Evaluation

From the initial awareness, with the right message and your brand front of mind, we increase the propensity for action.



Case study

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