Nativex

HOW GLOBAL REAL ESTATE CAN FIND THE PERFECT AUDIENCE IN CHINA?
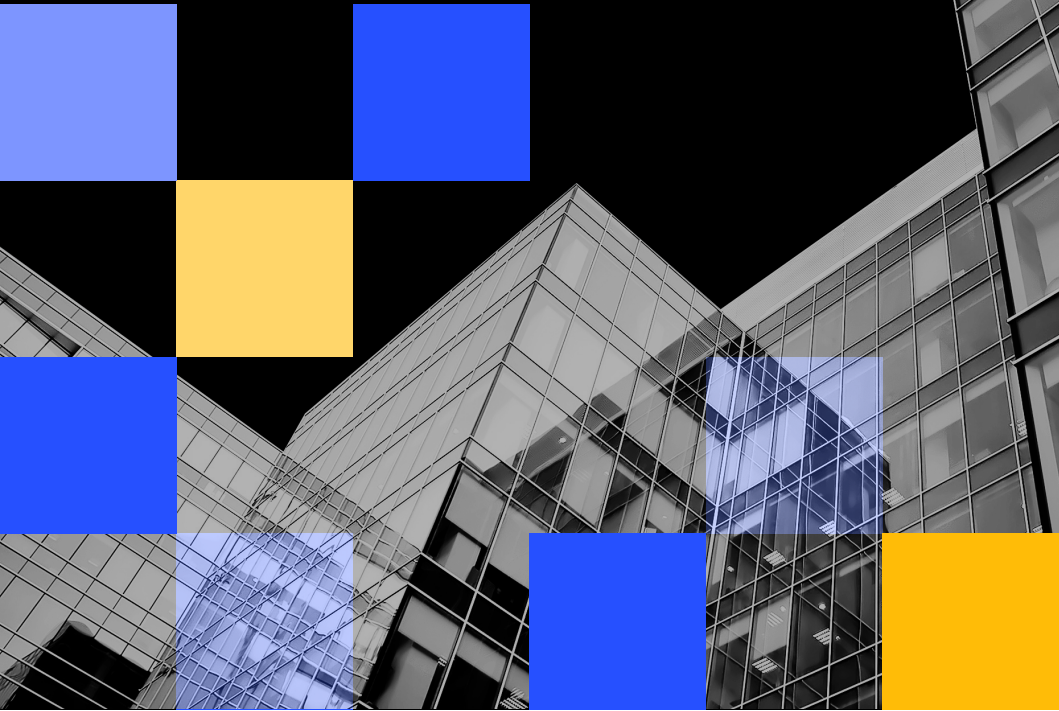
CONTENTS

PREFACE

Exploring China's unique real estate marketing ecosystem, we found that over 80% of China's leading real estate developers are using Douyin to acquire customers.

With over 600 million daily active users (DAU) watching short-form videos and livestreams, Douyin has become a daily leisure habit for most Chinese people. This has made Douyin one of the most important channels for real estate publicity and advertising.

80%+ China's top 200 real estate developers have opened a Business Account on Douyin (as measured by sales)

410,000+ Business Accounts

160 MILLION+ Followers

*Data recorded by December 2022

Within this context, Nativex presents the **Real Estate Marketing in the Age of Digital Intelligence - Douyin Overseas Real Estate Ecosystem White Paper.** This paper shows that, by leveraging the data and product capabilities of the Douyin platform together with targeted scientific and localized marketing methods, real estate developers can find more high-quality customers in the Chinese market and spur their businesses to grow.

CONTEXTUALIZING THE CHINESE REAL ESTATE MARKET

Unlike many other audiences around the world, Chinese app users pay special attention to social media to gain information on real estate and apartment / house reviews on Douyin.

Short-form videos and live streams are already embedded throughout the entire decision-making path of real estate buyers, from information exposure and interest generation to active searches, visits to real estate websites or landing pages, booking consultation appointments, and touring properties.
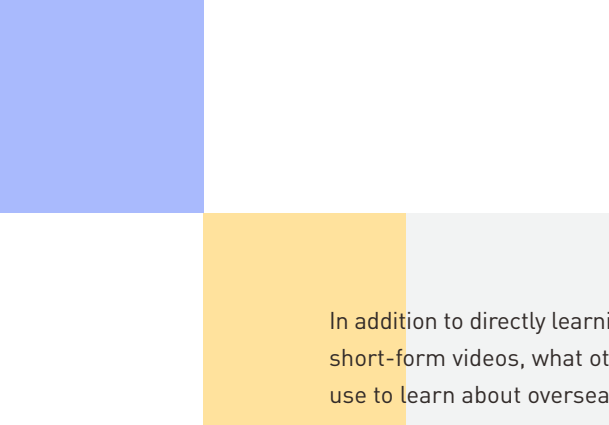
The massive amount of traffic and demand has spurred an ongoing increase in Douyin creators in the real estate field:

2 MILLION+ Real Estate Creators

7,000 of them have 1 MILLION+ Followers

(Source: Douyin Real Estate Industry White Paper, 2023)

In addition to directly learning about real estate by watching short-form videos, what other channels do Chinese buyers use to learn about overseas properties?

- *They visit the websites and mobile apps of overseas real estate information service platforms, such as Juwai.com and Anjuke.com.*

- *They consult overseas real estate intermediaries and agencies.*

- *They learn about the overseas real estate projects of Chinese developers (such as Vanke Overseas) through online promotion, offline seminars, and sharing sessions.*
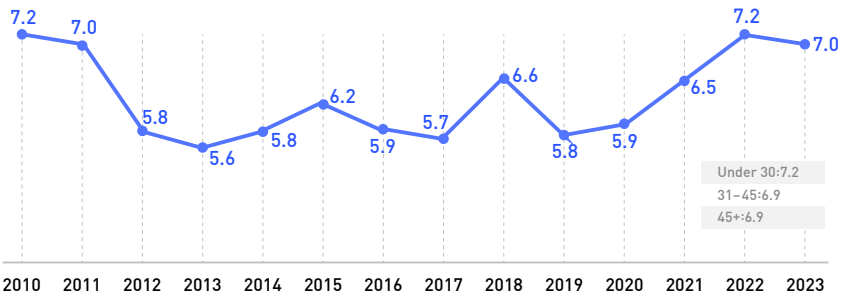
Due to information disparities and complex transaction processes in the overseas real estate market and the inability to view properties in person, Chinese buyers generally seek more professional and trustworthy purchasing guidance, as well as efficient information sharing so they can be sure that what they see is what they get.

Chinese users also spend a significant amount of time on Douyin, so their interests are constantly being sparked by the platform, driving a large amount of engagement and searches.

Short-form video and live stream content is a great way of presenting the features of real estate projects, home environments, and local cultures. This makes it easier to motivate users while also establishing communication and trust with consumers.

HIGH-END CONSUMER DEMAND DRIVES THE OVERSEAS REAL ESTATE BOOM

Annual economic confidence index

2010: 7.2	
2011: 7.0	
2012: 5.8	
2013: 5.6	
2014: 5.8	
2015: 6.2	
2016: 5.9	
2017: 5.7	
2018: 6.6	
2019: 5.8	
2020: 5.9	
2021: 6.5	
2022: 7.2	
2023: 7.0	

Under 30:7.2
31–45:6.9
45+:6.9

- Chinese high-end consumers have the **highest economic outlook and happiness index scores** observed in the past decade. This optimism and confidence toward the future empowers them to pursue enhanced consumption experiences and broader global perspectives.

- Factors such as **vacation and leisure, children's education, and global asset allocation** are all core motivations for overseas property purchases. Nearly **10%** of high-end consumers surveyed have a second home overseas that they routinely use.

Source: Hurun Report, Deloitte

The main overseas real estate customers in H1 2023 were tourists planning to travel abroad. After the international travel market fully recovers, there will be even more Chinese buyers.

Local tourism resources, educational resources, amenities and infrastructure around the property, and rental and property value appreciation potential are all key factors that buyers consider.

Top 10 Chinese Buyer Destinations by Year

2023	2022	2021	2020
Australia	Australia	Thailand	Thailand
Canada	Canada	United States	United States
Japan	Malaysia	Japan	Japan
Malaysia	Vietnam	Vietnam	Vietnam
Singapore	Singapore	Germany	Germany
Thailand	United Kingdom	United Kingdom	United Kingdom
United Arab Emirates	Japan	Malaysia	Malaysia
United Kingdom	United States	Australia	Australia
USA	Thailand	Canada	Canada
Vietnam	United Arab Emirates	Singapore	Singapore

In addition to the four traditional markets of the United Kingdom, the United States, Australia, and Canada, Chinese buyers are increasingly turning to the **Middle East** and **Southeast Asia.**

Source: Juwai IQI · Get the data · Created with Datawrapper

1

GLOBAL REAL ESTATE LANDSCAPE

WHAT REAL ESTATE CONTENT IS POPULAR ON DOUYIN?

600M+
Real estate videos created

1.3T+
Content views

120M+
Highly active* users interested in real estate

*Highly active: Users who liked 10 or more real estate videos from July to December 2022.

Source: Ocean Insights, January to December 2022

WHAT COUNTRIES ARE DOUYIN USERS MOST INTERESTED IN?

Based on **content views** and **magnitude of engagement**, we can divide markets into three groups:

Top real estate markets

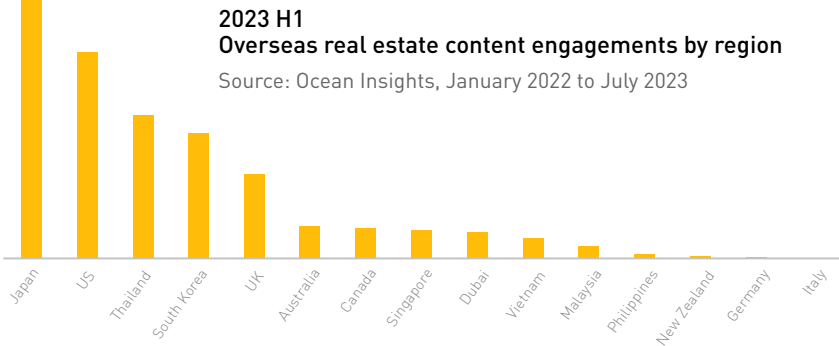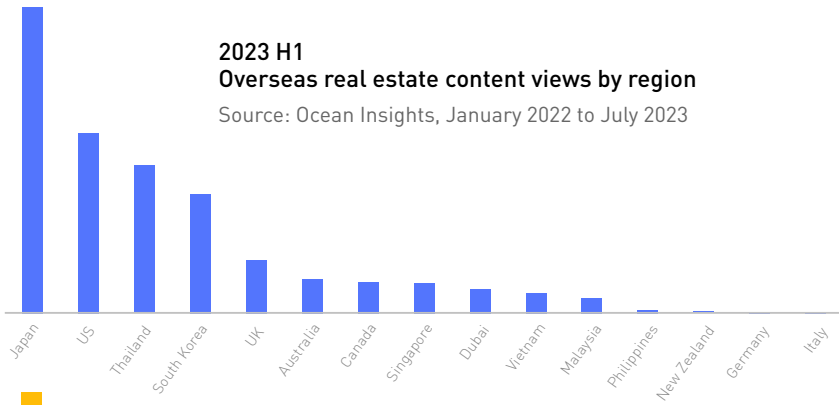markets with the highest levels of interest

Potential real estate markets

markets with moderate levels of interest

Emerging real estate markets

markets with lower levels of interest

**2023 H1
Overseas real estate content views by region**

Source: Ocean Insights, January 2022 to July 2023

Japan | US | Thailand | South Korea | UK | Australia | Canada | Singapore | Dubai | Vietnam | Malaysia | Philippines | New Zealand | Germany | Italy

**2023 H1
Overseas real estate content engagements by region**

Source: Ocean Insights, January 2022 to July 2023

Japan | US | Thailand | South Korea | UK | Australia | Canada | Singapore | Dubai | Vietnam | Malaysia | Philippines | New Zealand | Germany | Italy

- 🔴 Douyin users show the greatest interest in real estate content for **Japan.** This country ranks first for both views and engagements.

- 🇺🇸 Real estate content for the **US** has the best chance of surpassing Japan. Even with a relatively lower volume of content (ranking fourth in release volume), the US still ranks second for views and engagements, while active searches for US content increased by 166% YoY, continuing rapid growth.

- 🇦🇪 **Dubai** real estate content is currently in a stage of rapid growth, and users are now more willing to interact with this content. Dubai ranks ninth in views but sixth for engagements. It is also the region that saw the second-fastest increase for active searches, with a YoY growth of 925% in Q2 of 2023.

- 🇲🇾 **Malaysia** real estate content has the potential to see a rise in popularity, and users interested in this content are more likely to engage. Malaysia ranks 11th in views but seventh for engagements, and its YoY growth in active searches ranks fourth at 316%.

- 🇹🇭 User interest in **Thailand's** real estate content is gradually declining. Thailand continues to rank first for content published but has been surpassed by the US for views and engagement, currently ranking third in both.

- 🇰🇷 Active searches for **South Korean** real estate content increased by a factor of 57.64% YoY in Q2 of 2023. South Korea ranks second for content published but only fourth for views and fifth for engagements.

WHAT DO THESE USERS LOOK LIKE?

NATIVEX INSIGHTS

Douyin is a content platform where high-net-worth Chinese investors learn about the dynamics of overseas real estate markets. Here are a handful of characteristics such users share:

- They are very curious about overseas real estate investment opportunities, residential environments, policy hurdles, and other content.

- Not only do they browse their video feeds, but they also open the comments, ask questions, and participate in discussions.

- These users leverage the insights shared by overseas real estate content creators, engaging in virtual tours of homes located thousands of miles away. They later express their appreciation by liking and saving their preferred "dream homes."

- They are adept at using the search function, have a good understanding of local real estate information and can make comparisons, are more likely to refer to the experiences, insights, and conclusions of people who have bought real estate overseas, and will enthusiastically engage in discussions in the comments.

WHAT CONTENT
DO DOUYIN USERS PREFER?

Overseas real estate content on Douyin can be divided into **3 main types**:

- Real estate knowledge
- Virtual house tours
- Actual investment cases

OVERSEAS REAL ESTATE KNOWLEDGE

Barriers to entry for real estate investment, introductions to local culture and community amenities, guidance to help avoid investment mistakes.
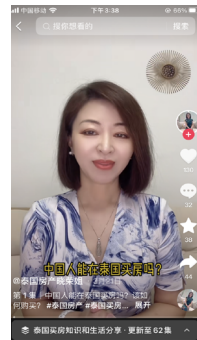

@ 美房大卫

@ Daniel 老师：60 秒英语

@ 迪拜房产小迪

@ 泰国房产晓荣姐

OVERSEAS VIRTUAL HOME TOURS

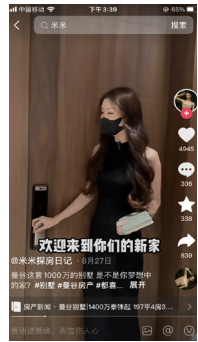Home tour vlogs, home exploration, house type analysis, overseas lifestyle.

@ 小李子说房

@ 京东看房小探长

@ AriaAndBrandon

@ 米米探房日记

ACTUAL REAL ESTATE INVESTMENT CASES

Property buying experiences, investment experiences, mistakes to avoid.

@ 泰国童颜 Marina

@ 曲兰与她的热浪

@ 北极圈芬兰大鱼

What's behind the surge in livestream content?

Online livestreams allow audiences interested in real estate to inspect overseas properties from the comfort of their own homes. Hosts broadcast livestreams where they answer questions and concerns from potential home buyers, establishing strong bonds of trust between them and viewers. Livestreams not only address the individual information needs of potential buyers but also appeal to them emotionally.

- Together, the top 50 overseas real estate livestream creators have **3.76 million** followers and an average livestream duration of nearly 1 hour.

- In Q1 of 2023, real estate livestreams **grew by 84% YoY.**

NATIVEX INSIGHTS

Luxury homes, house prices, rental ROI, and hurdles to real estate purchases are all hot topics in the overseas real estate sector. In the end, **high-quality overseas real estate content requires a keen insight into target groups and must be highly attuned to their needs.**

If we look at the eight major audiences interested in real estate identified by Ocean Engine, the **affluent middle class** is more attentive to:

📍	Location value	💡	Name-brand fixtures
📑	Scarcity	🔲	Lifestyle amenities
🔳	Other factors		

Sophisticated moms pay attention to the education resources that come with the property and whether they can meet the education needs of their children.

Urban seniors are interested in medical services and yearn for the ideal life where the whole family can come together under one roof.

Only by refining content to match the preferences of different groups and then performing constant testing, summarizing, and verifying results can brands steadily improve their communication with users and build trust.

POPULAR OVERSEAS REAL ESTATE CONTENT CREATORS ON DOUYIN

A Chinese woman who studied in India and now lives and works in Dubai.

Miss Chen in Dubai（小陈在迪拜）

715,000
Followers

12.41M+
Likes

Primarily real estate content

- Introduction to Dubai apartment
- Daily work and life in Dubai
- Dubai culture and Chinese community in Dubai

A real estate agent that focuses on Chinese students living in Japan, introducing services for the study abroad application process, renting or buying a home, and relocating.

Xiaogege at XO Agency in Japan（笑鸽鸽在日本 XO 财托）

542,000
Followers

2.92M+
Likes

Real estate content

- Little Sparrow series
- Real house tours
- Explanations about renting

A licensed real estate agent specializing in Los Angeles.

Chris Liu in LA（Chris Liu 在洛杉矶）

274,000
Followers

2.455M+
Likes

Primarily real estate content

- Introduction to Los Angeles real estate products
- Trends in the Los Angeles real estate market
- General knowledge about the US real estate market
- Daily life in Los Angeles

NATIVEX CREATOR INSIGHTS

START WITH REAL ESTATE, BUT DON'T STOP THERE

Among popular real estate content creators, there are many **real estate agents licensed in their local markets.** Looking at the content they publish on Douyin, users prefer content that is more well-rounded, covering multiple aspects that still relate to real estate. This content enjoys improved viewership and engagement metrics.

Nativex marketing experts believe that brands can use the preferences of their potential audiences to expand and extend their content. Rather than focusing only on real estate properties, they can use other aspects of real estate to broaden their content, such as producing content on **local culture, daily life in the community, the job market, children's education, senior living, and investment ROI.** This will attract the sustained attention of users, gradually deepen their understanding of local real estate, and ultimately increase conversions.

Regarding content format, because the overseas real estate sector does not normally have high levels of awareness or trust, Nativex marketing experts suggest that re al estate brands mainly **feature local third parties** such as creators, KOLs, celebrities, and non-professionals to convey information.

This, paired with official ads and interest-generating content from the brand will allow the brand to use the feeling of familiarity users have with local third parties to quickly close the gap between themselves and users, enhancing users' interest and trust in their content.

In overseas real estate promotion content, videos featuring real people tend to get more user interactions than straightforward descriptions of real estate products.

2

TRENDS & INSIGHTS FOR USERS INTERESTED IN OVERSEAS REAL ESTATE

Profile of Douyin audiences interested in overseas real estate:
Mainly young male users from economically developed regions.

AGE, GENDER, AND REGION DISTRIBUTION

Age

Douyin users interested in overseas real estate are **mainly under 40**, with this age segment **accounting for over 90%**. The age distribution is consistent with that of wealthy Chinese households. These users are significantly younger than the high-net-worth population mentioned above, and users under 30 show much greater interest than the overall average.

Gender

Douyin users interested in overseas real estate are **predominantly male**, with males **accounting for over 60%.** At the same time, male users are much more interested in real estate than female users.

Region

Guangdong users make up the largest share of the audience, and **Shanghai and Beijing users** show the highest levels of interest.

Top 10 regions ranked in order: Guangdong, Jiangsu, Zhejiang, Shandong, Henan, Anhui, Sichuan, Shanghai, Hebei, Beijing.

Source: Ocean Insights, July 2023

Audiences interested in overseas real estate also follow financial management, travel, and smart homes, and are highly correlated with fashion and technology audience groups.

Focusing on Douyin real estate users, interest group preferences tell us the following about real estate users:

- Among groups with high interest, **conservative financial managers, frequent travelers, and beauty enthusiasts** who like **high-end consumption** show a clear preference for real estate content.

- Among groups with moderate interest, those who interested in **smart home renovation** and **home theaters** are prominent.

- Among groups with low interest, individuals include **young entrepreneurs who have returned to their hometowns, passionate fans of trendy fashion** and **health insurance planners.**

What other content do Douyin users interested in overseas real estate like?

- Among Douyin users interested in overseas real estate, **users interested in fashion make up the highest proportion, and users interested in technology show the strongest preference.**

- Top 5 other interests by level of preference: **technology, fashion, gaming, fine dining, and music.**

Source: Ocean Insights, July 2023

NATIVEX TIPS

- Relative to the audience of wealthy Chinese households, Douyin users interested in overseas real estate are younger and **interested in new things and trends from overseas.** By exploring **unique features of the local culture, community, and lifestyle** through overseas real estate and integrating this into real estate content, brands can better motivate and attract users.

- Referring to our insights into wealthy Chinese households, we can say that Douyin real estate users are also conservative financial managers who are very sensitive to the **investment prospects and ROI** of overseas real estate. Therefore, developing content providing insights into overseas markets could stimulate the interest of users in this demographic.

- The core audience for overseas real estate on Douyin is **constantly pursuing a higher quality of life.** By developing content that highlights the **fine dining, travel, and fashion** aspects of overseas real estate and presenting a luxurious and fashionable overseas life in ad materials, brands can effectively attract the attention of this audience.

3

OVERSEAS REAL ESTATE OPPORTUNITIES

New business growth — Marketing methodology for the real estate industry
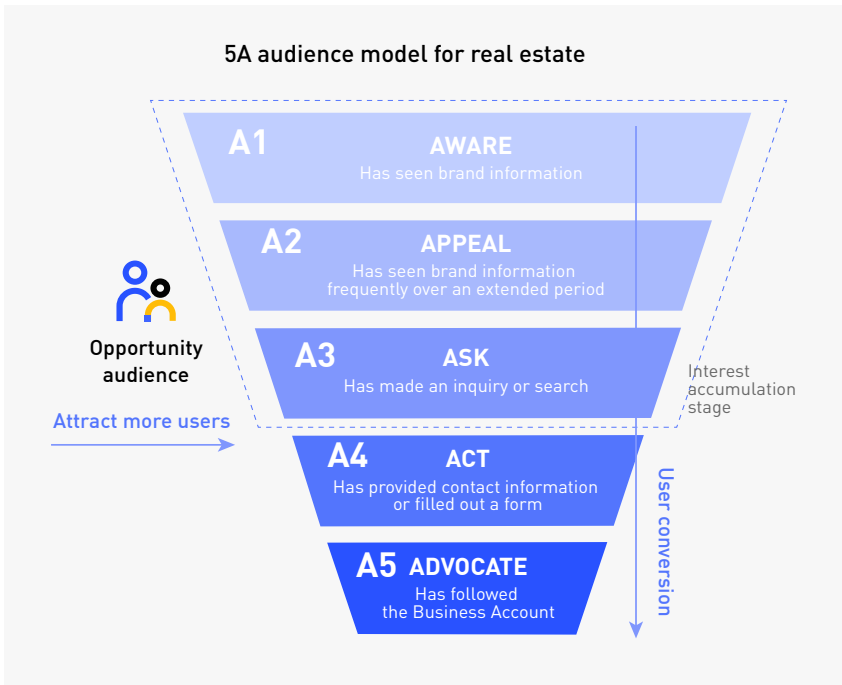
WHAT IS OCEAN ENGINE?

Ocean Engine is the Douyin Group's comprehensive commercial digital marketing service platform. It leverages nearly 20 content products including **Douyin, Toutiao, Xigua Video,** and **Tomato Novel** to serve ads across a diverse range of media—videos, livestreams, novels, text, and graphics.

With its massive resources of high-quality traffic and content and its intelligent and efficient advertising technology, Ocean Engine provides comprehensive online marketing and operations solutions covering *ad delivery, content marketing, online conversion, and digital asset management* to enterprises and merchants of different sizes in different industries, helping them achieve their marketing and operations goals simply, efficiently, and intelligently.

THE O-5A MODEL CONNECTS THE ENTIRE CONVERSION PATH FOR HIGH-VALUE LEAD ACQUISITION
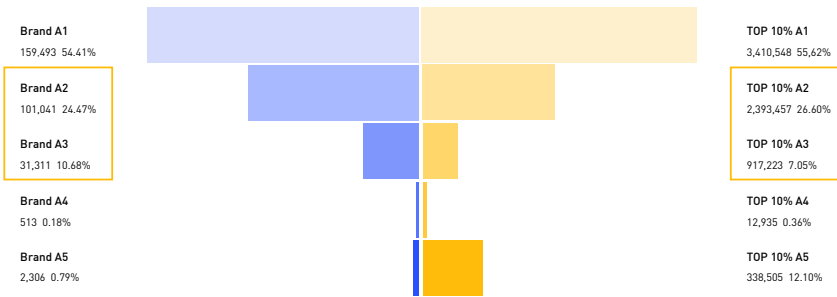
Ocean Engine divides brand audience assets into 2 groups: the **O (Opportunity) audience** and the **5A brand asset audience.** Using the O-5A audience asset model, brands can intuitively see their audience sizes at different levels in the conversion filter, such as the Aware, Appeal, Ask, and Act audiences. Then, based on the conversion status at these levels, brands can adjust their advertising strategies and ad spend.

5A audience model for real estate

Opportunity audience

Attract more users

| A1 | AWARE |
| Has seen brand information |

| A2 | APPEAL |
| Has seen brand information frequently over an extended period |

| A3 | ASK |
| Has made an inquiry or search |

| A4 | ACT |
| Has provided contact information or filled out a form |

| A5 | ADVOCATE |
| Has followed the Business Account |

Interest accumulation stage

User conversion

SCIENTIFIC ANALYSIS:

Using the Yuntu analytics platform, real estate players can see their brand's 5A audience assets and the conversion situation at different levels of the filter, and compare themselves against the average value for the top 10% in their industry.

Audience asset structure of industry top 10%

Brand A1 159,493 54.41%	**TOP 10% A1** 3,410,548 55,62%
Brand A2 101,041 24.47%	**TOP 10% A2** 2,393,457 26.60%
Brand A3 31,311 10.68%	**TOP 10% A3** 917,223 7.05%
Brand A4 513 0.18%	**TOP 10% A4** 12,935 0.36%
Brand A5 2,306 0.79%	**TOP 10% A5** 338,505 12.10%

As competition in the lead marketing industry intensifies, brands are demanding lower lead generation costs and greater precision. The key to high-value lead generation is whether or not ad platforms can understand and predict user behavior and support the refined management of brand asset data.

Therefore, a more in-depth integration of real estate marketing and digital technology in order to accurately find potential buyers, **repeatedly reach them,** and **act at the right moment** to efficiently convert them has become the core growth model in the real estate industry. As the audience interested in real estate has a long decision cycle, real estate enterprises have already accelerated their marketing upgrade, going from relying only on traffic to **"buy"** leads to using precise traffic content distribution to build up private traffic and followers and **"cultivate"** leads through long-term operations.

Looking at the 5A audience, let's unpack how real estate enterprises fully utilize the value of content marketing channels to increase lead effectiveness at each step of the conversion path in order to drive growth through new leads:

5A audience marketing objective	Why use Ocean Engine for effective lead operations?
Massive opportunity audience 0	Each month, **418M** interested users like real estate content on Douyin
Precise targeting A1	**Over 1,000** audience targeting tags allow for multi-level positioning based on users' basic attributes, interests, behavioral insights, and followed creators. This can be combined with a wide range of real estate **DMP** audience targeting packages to lock in on an audience of interested users who have watched overseas real estate content. *For example, you can target users who live in first-tier cities that have the "affluent middle class" tag.*
Repeated outreach A2	Consolidate traffic from leading video, news, and information platforms such as **Douyin, Toutiao,** and Xigua Video, use **short-form videos, livestreams, text/graphics, KOLs,** and other approaches to make a deep impression on the interested audience, and capture a high-intent audience of users with **more views** and **deeper engagement.** *For example, you can repeatedly reach the audience who follows overseas real estate KOLs on Douyin or have viewed real estate livestreams.*

| **Capture and cultivate interested audience** **A3** | Ocean Engine offers products such as Search Ads and Content Promote Optimal A3 to precisely reach A3 users who actively search for brand information in order to make marketing more cost-effective.

For example, you can direct users who search for "Dubai real estate" to your ad content or encourage them to follow your Business Account. |
| --- | --- |
| **Lead generation** **A4** | Ocean Engine has comprehensively upgraded its fully automated delivery solution Universal Business for Maximum Leads (UBMax). Since its launch, this solution has been widely used in the real estate industry. Customers who used it saw their lead quality and quantity increase by **100%**, while their productivity increased by **96%**. |
| **Long-term operations** **A5** | By consolidating **Business Accounts** on Douyin, real estate enterprises can fully leverage the value of content engagement and followers, leverage the platform to more accurately reach their target users, and achieve synergy between paid and organic traffic. |

The analysis and industry verification of Ocean Engine's O-5A audience methodology found that the **A3 audience contributes the most to customer acquisition value.**

Taking a leading real estate company as an example, the A3 audience contributed nearly 40% of leads. Among all the audiences that converted from visitors to leads, over 50% of the A3 audience visited the company's page and submitted their inquiries.

How can we **accelerate the construction of high-quality A3 audience assets** and fundamentally increase lead value?

Nativex marketing experts offer 3 general solutions to real estate brands based on their operational capabilities and marketing goals:

SOLUTION 1

Verified Douyin Account + Native Performance Ads to accelerate initial contact information acquisition

Suitable for real estate brands that have outstanding project selling points, are relatively attractive to the target audience, and want to quickly generate and convert leads.

Due to differences in language and culture, Chinese users do not have a high degree of awareness of overseas real estate. Furthermore, as real estate is a high-value asset, users have long decision processes and conversion paths, and many factors influence the outcome.

Compared to domestic real estate, foreign real estate brands not only need to introduce the location of their properties and its culture, real estate market, and living environment, but **also need to engage in brand marketing, long-term operations, awareness building, solicit authoritative endorsements to build trust and instill brand recognition.**

Douyin **Native Ads** are an ad format where video ads are published by real Douyin accounts. Compared to non-native ads, Native Ads are more acceptable to users and allow brands to explore additional traffic, thereby accelerating traffic, rapidly increasing followers, and improving lead acquisition efficiency.

Case study :
A real estate project in Europe

- **PROJECT GOAL**

  Use Ocean Engine to precisely deliver ads to users interested in overseas real estate, attract high-quality sales leads, and inspire users to visit the official website and provide their contact information.

- **ADVERTISING PRODUCTS**

  Business Account + Native Ads, Nobid.

- **STRATEGIC OVERVIEW**

  Deliver Native Ads for precise exposure, attracting users to follow the company's Douyin Business Account.

  Release videos from the Douyin account to constantly highlight the low investment, simple application process, and high returns of the project, directing interested users to the company's official website.

- **DATA SUMMARY**

51
Videos generated

10,000+
New followers

60,000
PVs for the official website

2,000
Leads generated

50%
Ad view-through rate

3.27%
CTR

SOLUTION 2

Good content & good leads, high-quality KOL content accelerates brand breakout

Suitable for real estate brands that: want to further improve advertising performance and boost traffic acquisition and lead quality.

A3 audience cultivation and acquisition cannot rely solely on simple auction ads. Content marketing is a best practice for A3 audience acquisition.

■ **PARTNER WITH CREATORS TO PRODUCE HIGH-QUALITY REAL ESTATE CONTENT**

In lead-focused industries, **consumer trust** has a direct impact on the conversion result. Based on Douyin's complete content ecosystem, many KOLs have grown into business-oriented creators. Creators take videos of properties, introduce locations, discuss pros and cons, and go into financial investments, investment education, and other topics of interest to users, producing professional knowledge related to overseas real estate and encouraging high-intent users to provide their contact information.

Brands can use Ocean Creator Marketplace and other tools to acquire follower profiles for different creators, track user engagement and lead conversion performance from past partnerships, and measure actual content marketing performance.

◼ GOOD CONTENT CREATES GOOD LEADS

The Ocean Engine advertising platform increases the weight of creatives determined to be good assets for generating traffic, increasing the traffic generated by high-quality content.

Content Promote Optimal A3 is the first advertising product for the real estate industry that uses the A3 audience as its optimization goal. By using **creator content for follow-up ads,** creator content reaches a more precise audience.

Brands can choose to set a "search word" at the top of the comment area of creator videos, where users interested in the video can tap it to follow the brand account or participate in a discussion on the topic. This improves retention of the precise "post-view search" audience, so they can become sales leads and account followers.

Case study :
A high-end real estate project
in the Middle East

■ **PROJECT GOAL**

As a well-known high-end real estate developer, the brand hoped to use Douyin to reach a precise target audience and acquire high-quality leads.

■ **ADVERTISING PRODUCTS**

Nobid, Native Ads

■ **STRATEGIC OVERVIEW**

Open a brand Business Account, reuse the brand's existing high-quality videos, and process them into localized video assets suitable for the Douyin platform.

Work with overseas investment, real estate, and finance KOLs to produce high-quality content, emphasizing key information such as permanent property rights and high rental ROI.

Deliver Native Ads to accumulate Business Account followers and generate sales leads.

■ **DATA SUMMARY**

5,000
New followers

50%
CPA reduced

1
Success deal

Case study :
A leading real estate developer
in the Middle East

■ **PROJECT GOAL**

Use Ocean Engine to precisely deliver ads to target users in first-tier cities interested in overseas real estate, guide them to fill out a form on the official website, and gather high-quality sales leads.

■ **ADVERTISING PRODUCTS**

Creator partnerships, In-Feed Ads, UBMax

■ **STRATEGIC OVERVIEW**

The brand uploaded 20 high-quality assets to be released for the first time. High-quality video assets not only stimulate interest in the target group by picturing their ideal lifestyle but also effectively drive more traffic to good assets from the ad platform.

The landing page emphasizes 0 property taxes, high returns, and other selling points, further stimulating interested users to engage and provide contact information.

The ad platform generates the optimal video and title combinations based on advertising performance, effectively improving CTR.

■ **DATA SUMMARY**

600+	**5X**	**6X**
Sales leads generated within one month	Ad spend increased	CVR increased

SOLUTION 3

Brand and performance synergy, cleverly using special-event marketing to maximize traffic

Suitable for real estate brands that are industry leaders and want to gain sustained influence in the Chinese market and maximize their traffic pool for lead generation.

Asset allocation, children who will study abroad, and vacation homes are the 3 main motivations for buying overseas property.

By using popular hashtags that are strongly associated with travel and education and have a high degree of overlap with the target audience, brands can develop more differentiated pitches for their real estate projects that better resonate with users. Brands that pursue brand and performance synergy in communications around the themes of local lifestyle, tourism resources, culture, and ambiance can get twice the results with half the work.

Ocean Engine ad products such as **Brand Takeover, TopView,** and **Mission for All** can build popular product bundles from hot hashtags.

Through real estate creators, precise user traffic, and cash incentives, brands can quickly produce high-quality custom video and livestream content. By serving follow-up ads with this high-quality content and remarketing to users who engage, brands can quickly expand their audience assets and then use the brand and performance synergy approach to implement long-term operations for brand influence and effective lead generation.

Case study :
A leading Chinese real estate group

■ **PROJECT GOAL**

Enhance brand awareness in culture, tourism, and real estate sectors and combine with the popularity of holiday tourism to rapidly increase interest in the project in the short term, attracting users to tour properties offline and make purchases.

■ **ADVERTISING PRODUCTS**

Mission for All, creator partnerships

■ **STRATEGIC OVERVIEW**

Use Mission for All to launch a **content creation challenge.**

In this challenge, users must film a video on the topic "Shimao May 1st Travel" for cash prizes. Users in the city where the brand's project is located are invited to participate in hashtag activities and travel to visit the properties for free.

■ **DATA SUMMARY**

45,300
Videos created

2 MILLION+
Likes

120 MILLION+
Views

In the context of the trend toward digital approaches in real estate marketing, Brand Positioning, Native Ads, Brand and Performance Synergy, and other Ocean Engine products help solve the specific problems encountered by real estate enterprises at different stages in their brand development, forming an integrated end-to-end solution for lead generation and operations.

With Ocean Engine, not only can real estate enterprises accumulate leads and customers in the short term, but they can also improve their long-term operations and brand building, achieving breakthroughs and long-term growth through marketing in China.

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ABOUT NATIVEX

From market strategy to ad delivery, Nativex helps overseas real estate brands find more high-quality customers in China.

NATIVEX,
GLOBAL DIGITAL
MARKETING EXPERT

Nativex

Nativex is a **leading digital marketing platform**, committed to helping brands and apps achieve cross-regional growth. With a specialized focus on media buying, influencer marketing, and creative customization, we provide innovative solutions to expand our clients' reach across global markets.

950M+
Daily Devices Reached

17
Offices Globally

200+
Countries & Regions

3000+
Clients Worldwide

NATIVEX, OCEAN ENGINE CHINA INBOUND MARKETING PARTNER

As an Ocean Engine Outstanding Partner, Nativex help customers leverage the power of the platform.
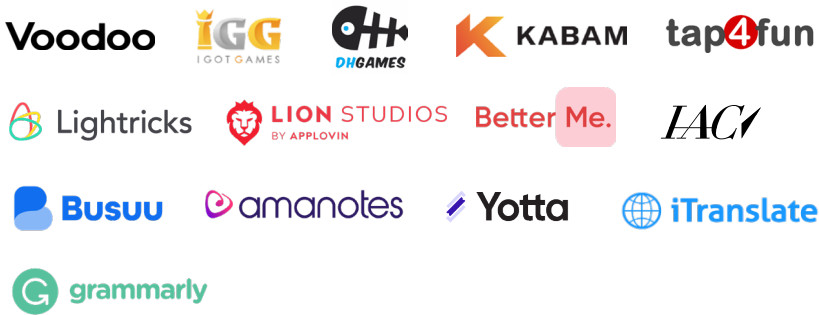

Ocean Engine China Inbound Marketing
2022 Outstanding Partner Award
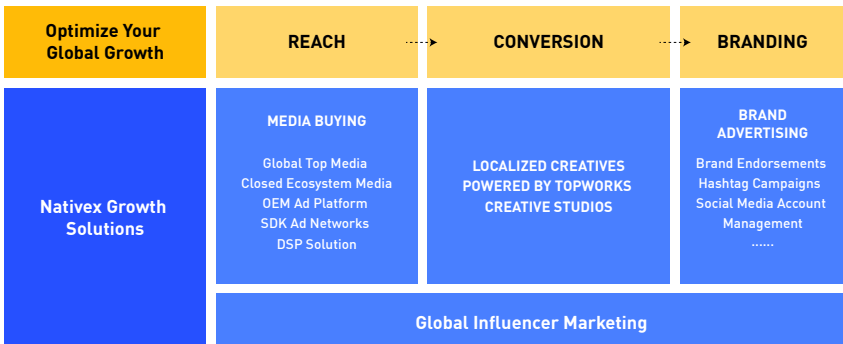
Ocean Engine Service Contribution Partner
China Inbound Breakout Partner

A DEDICATED GLOBAL TEAM HELPING BRANDS ENTER THE CHINA MARKET

Trusted by Advertisers from All Major Verticals

Providing Growth Solutions Across the Entire Customer Journey

Optimize Your Global Growth	REACH	⟶	CONVERSION	⟶	BRANDING
Nativex Growth Solutions	**MEDIA BUYING** Global Top Media Closed Ecosystem Media OEM Ad Platform SDK Ad Networks DSP Solution		**LOCALIZED CREATIVES POWERED BY TOPWORKS CREATIVE STUDIOS**		**BRAND ADVERTISING** Brand Endorsements Hashtag Campaigns Social Media Account Management ......
	Global Influencer Marketing				

Nativex

Start Your Growth Journey!