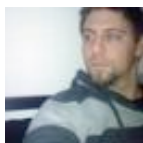


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All That's New on the Web



Trulia Delivers More Targeted Ads With Location-Based Info

November 19, 2008 - 7:00 am PDT - by [Stan Schroeder](#) [1 Comment](#)

Real estate site [Trulia](#) and interactive media company [1020 Placecast](#) have partnered up to deliver better targeted ads on Trulia, using location information and a number of other factors.



When a user searches for real estate in a certain location on Trulia, Placecast adds its magic, using algorithms that add demographic, psychographic and geographic data points to the equation. The result, ideally, is a very precisely targeted advertisement. Or, as Alistair Goodman, CEO of Placecast, says: “Once we know the place a user is interested in, we can derive a lot of useful insights about what kind of consumer they are, and then serve them a very targeted ad.”

Car rental company [Avis-Budget](#) is already participating in the program, and according to Trulia, their ads on the site perform “strongly relative to other publishers.”

This summer, [Trulia raised \\$15 million to expand their advertising network](#). It’s nice to see them putting the money to good use after only three months, but the real estate business is not the best to be in right now, and their [diminishing traffic](#) (according to Compete) proves this. Still, if Trulia’s hyper-localized approach to delivering ads works, and if their ads perform significantly better than the industry average, it’ll be money well spent.

The screenshot displays the Trulia website interface for searching homes in San Francisco. At the top, there's a navigation bar with options like 'Find Homes', 'Stats & Trends', and 'Advice & Opinions'. A search bar is present with the text 'Search homes in Address, City & State, or ZIP'. Below this, the page title reads 'San Francisco Real Estate & Homes For Sale — 2,675 homes found'. On the left, a 'Refine Search' sidebar allows users to filter by location (San Francisco, CA), price (Min/Max), bedrooms, bathrooms, listing type (Resale, New construction, Foreclosure), and property type. The main content area shows a list of featured listings, each with a photo, address, price, and details. For example, one listing is at '559 Campbell Ave, San Francisco CA' for \$499,000. To the right, a map of San Francisco shows the locations of these listings with green pins. At the bottom right, there's a promotional banner for 'Single-Family Homes, Flats and Townhomes Starting from the \$500,000s.' by Parkwood by Tommerhill Homes.

Tags [advertising](#), [Placecast](#), [real estate](#), [travel](#), [trulia](#)

One Comment



[Nat](#)

[November 19, 2008 @ 9:21 am](#)

With the new homepage they have now, it look confusing, i don't know where to start. Whoever did the homesite, they need to put back the same plain and more usable homepage.

Nat

<http://www.workersinc.com>