



# Zillow Rent Connect™

Tailored advertising packages on the  
#1 most visited rental network<sup>1</sup>



Propel your marketing results with packaged solutions and advertising flexibility designed to fit your property and portfolio goals.



## Reach renters where they are searching

Unlock more ways to target and connect with renters, including social and email.



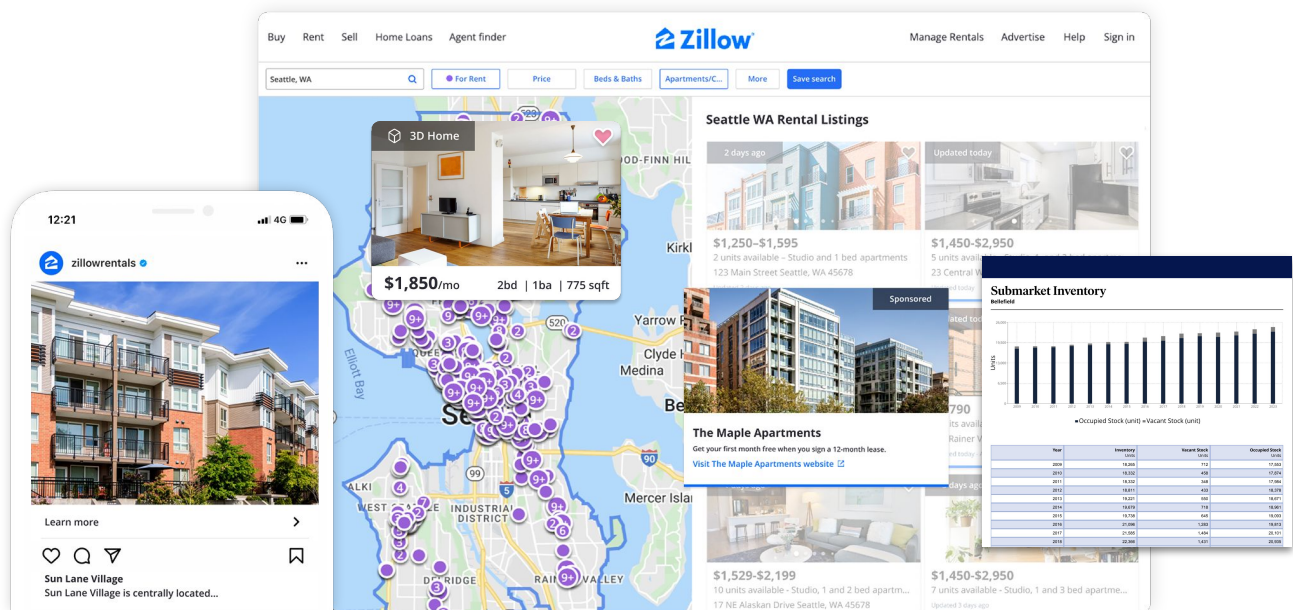
## Elevate your listings to attract serious renters

Engage renters with rich media, professional photos and immersive content to drive high-intent leads.



## Empower your marketing with data and insights

Access property and renter insights and local market reports to advance your ad strategy.



## Questions? Ready to get started?

Contact your Zillow Representative or email us at [ZillowRentals@zillowgroup.com](mailto:ZillowRentals@zillowgroup.com) to learn more.

<sup>1</sup>Comscore Media Metrix® Multi-Platform, Custom-defined list: Calculated total unique visitors based on non-shared unique visitors Zillow Rentals + Realtor.com Rentals, Apartments.com Network, Rent, Apartmentlist.com, and Zumper inc, Total Audience, July 2023-June 2024, U.S.

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Choose from **Signature**, **Premium**, **Enhanced** and **Base** packages to equip your marketing with the right touchpoints to engage renters across the Zillow Rentals Network.

	<b>Signature</b> 7X the exposure on average vs. Base¹	<b>Premium</b> 4X the exposure on average vs. Base¹	<b>Enhanced</b> 2X the exposure on average vs. Base¹	<b>Base</b> The advertising essentials
<b>Increase property exposure and awareness</b>				
<b>Advertising platform</b>	Zillow, Trulia, HotPads, Realtor.com®	Zillow, Trulia, HotPads, Realtor.com®	Zillow, Trulia, HotPads, Realtor.com®	Zillow, Trulia, HotPads
<b>Social media</b>	Facebook, Instagram	Facebook, Instagram	–	–
<b>Stand out map icon</b>	✓	–	–	–
<b>Saved search renter email advertisement</b>	✓	✓	–	–
<b>Sponsored ad in search results</b>	✓	✓	✓	–
<b>Engage and connect with informed leads through detailed and enabled listings</b>				
<b>Professional Media Production Credits</b>	\$550 media redemption credits per property	\$350 media redemption credits per property	–	–
<b>Property management branding</b>	✓	–	–	–
<b>Dynamic feature image</b>	✓	–	–	–
<b>Community website link</b>	✓	✓	✓	–
<b>Priority placement on nearby listings</b>	✓	✓	✓	–
<b>Verified Source badge</b>	✓	✓	✓	✓
<b>Rent Specials highlight</b>	✓	✓	✓	✓
<b>Waitlist</b>	✓	✓	✓	✓
<b>Unlimited self-captured 3D Home® tours</b>	✓	✓	✓	✓
<b>Gain property, portfolio, and renter insights</b>				
<b>Moody's Market Report</b>	Advanced Report	Basic Report	Basic Report	Basic Report
<b>Audience &amp; property comparisons insights</b>	✓	✓	✓	✓
<b>Lead delivery with Renter Profile</b>	✓	✓	✓	✓
<b>Partner success support</b>	✓	✓	✓	✓

¹ Zillow Internal Data, 12 month median average of property impressions across Web, Mobile, Email, Media. Reach of Zillow, Hotpads, Trulia Realtor.com Rentals, August 2023– July 2024.