



Campaign Objective:

- a) If you have a home valuation landing page: Traffic
- b) If you do NOT have a home valuation landing page: Lead Generation

Location: Your City. Also select "People Who Live In This Location".

Mile Radius: 12 miles

Age: 35-65+

Interests:

Buying and Selling Real Estate, Fixer-upper, HGTV, Home Renovations, Home repair, House hunting, Mortgage calculator, Moving, Home improvement, Realtor.com, Zillow, Trulia, Home Depot, Lowes.