

# notar

## Established as one of the the top agencies

Since 1997 when Notar was introduced in the Swedish market, their expansion has been a massive success. In terms of number of listings, Notar is today qualifying as one of the top 10 agencies in Sweden. Looking into the capital area in Sweden, Stockholm, Notar is qualifying as the top 4 agency in the area.

### The Results

Data from Adfenix Analytics, period - jan - jun 2021.

**4085**

social media campaigns launched during the period

**215%**

increase of website visitors for Adfenix listings

**14%**

CTR - 14X better results than industry average\*

### Powerful marketing as the core offering

Adfenix has been working with Notar since 2018 and between Jan. - Jun. 2021, more than 80% of Notars' listings was filtered through Adfenix marketing automation platform. During the period we have seen a massive increase of website traffic, +215%, for listings that has been boosted through the Adfenix platform.

- ✓ 6.5M views of Notar Social media campaigns
- ✓ 563.000 additional visitors to the website

Source: \*Facebook Ad Benchmark for Real Estate, 0.99%.

#### About Notar Sweden

Founded in Norway back in the 80s, since 1997 Notar has been expanding within the Swedish market and is now consisting of a franchise network separated from their Norwegian roots. Today, there are almost 170 Notar agents spread across 30 offices around Sweden and the expansion continues.

<b>Employees</b>	170+ Agents
<b>Size</b>	30 Brokerages
<b>Listings</b>	6000+ / year



#### Last quarter I had three buyers finding the listings on Instagram

I usually ask my customers where they found the listing since this is of great importance for me. I need to understand where we should invest more and what channels to cut.

**Nicklas Talvitie** – Franchisee, Notar Liljeholmen

**75 000 +**

Agents around the globe have chosen Adfenix to reach, engage, and convert their audiences.