

ATYPICAL



2025 US COMMERCIAL REAL ESTATE DIGITAL ADVERTISING BENCHMARKS



THE ONLY CRE INDUSTRY BENCHMARKS
THAT WILL HELP YOU UNDERSTAND HOW YOU
MEASURE UP AGAINST
YOUR COMPETITORS



WHAT YOU'LL GET

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INTRODUCTION.

ARE YOU SPENDING YOUR DIGITAL ADVERTISING BUDGET WISELY?

In commercial real estate, every marketing dollar counts—but how do you know if yours is working as hard as it should?

Without industry-specific benchmarks, CRE professionals have been forced to make critical marketing decisions without clear performance standards.

That's why we created the 2025 Digital Advertising Benchmarks for Commercial Real Estate—the second edition of the only industry-specific report of its kind.

After the success of last year's inaugural release (2024 US Commercial Real Estate Marketing Benchmarks), we continue to provide unmatched insights into digital marketing performance, helping CRE professionals make data-backed decisions that drive results.

By analyzing over 6000 ads and content pieces from January to December 2024, we've identified key performance trends across the industry.

Whether you're an Owner/Operator, Brokerage, or CRE Technology company, this report doesn't just show you the numbers—it provides practical insights on how to apply them.

Learn which channels work best for different stages of your marketing funnel, optimize your ad spend, and ensure your budget is driving the highest possible return on investment.

This report is more than just data—it's a roadmap to smarter marketing, better ROI, and a competitive edge in the evolving CRE landscape.

Important Note: This year we decided to split up the paid and organic channels as there was so much data. We felt it would be more digestible in separate reports, so, we will be releasing the organic social media benchmarks for 2025 in a separate report.

- Dylan Joubert, Head of Digital Strategy, ATYPICAL.





IMPORTANT CRE METRICS TO TRACK.

(AND WHAT THEY MEAN)

There are a lot of acronyms when it comes to digital marketing. We've broken down the most important ones below in order to help make sure you know exactly what you should potentially track for your CRE marketing.

COST: How much money you're paying for an ad.

IMPRESSIONS: The number of times an ad or a piece of content is shown or displayed to people. These help us understand how many people have potentially seen our message.

REACH: The number of unique people who see a particular piece of content. The reach of your post would be the number of different individuals who see that ad or content in their feed.

VIEWS: A way to count how many times a video has been watched or seen by people. On Instagram, it's counted as watched for more than 3 seconds. On YouTube, it's more than 30 seconds.

CLICKS: An action that people take when they interact with one of your ads or pieces of content. It could be clicking on the link, the video, or an ad itself for example.

COST-PER-CLICK (CPC): How much it costs when someone clicks on your ad. You want this to be as low as possible.

CLICK-THROUGH-RATE (CTR): How often people click on an ad compared to the number of times it is shown to them. It's the percentage of people who see the ad and actually click on it. You want this to be as high as possible.

CONVERSIONS: When someone performs the action you want them to take as a result of seeing your ad.

CONVERSION RATE (CR): The percentage of people who complete your specific ad goal out of the total number of people who had the opportunity to do so. It's like measuring the success rate of getting people to do something you want them to do.

COST PER ONE-THOUSAND IMPRESSIONS (CPM): How much it costs to show an ad or piece of content to a thousand people. It's how we understand the cost for reaching a large audience.

COST-PER-GOAL CONVERSION (CPGC): The amount of money spent on an ad that leads to a goal conversion such as a contact us form fill, button click, report download, lease enquiry form fill etc. This metric can indicate how effectively ad investment converts to your goals being met.

VIEW-THROUGH-RATE (VTR): How many people watched your entire video or a significant portion of it, typically measured at 25%, 50%, 75%, or 100% completion.

THE BENCH MARKS

DATA ANALYSIS PERIOD:

January to December 2024





LinkedIn has solidified its position as the premier professional networking platform, surpassing 1 billion users in 2024, with over 230 million in the United States alone.

This growth reflects LinkedIn's **expanding influence in the professional realm**, making it an indispensable channel for B2B marketing, especially within the commercial real estate industry.

With a user base made up of decision-makers, industry professionals, and business leaders, **LinkedIn offers access to the people who drive leasing, acquisitions, and investment decisions.**

For CRE marketers, LinkedIn's targeting capabilities allow you to reach the right audience based on **job title, industry, company size, and even specific firms**—ensuring ads are seen by the right people, who are actively engaged in the market.

Plus, with LinkedIn's reported higher engagement on professional content compared to other platforms, it provides a prime space to build credibility, generate high-quality leads, and drive meaningful business opportunities.

The following section reports on the ads data we saw in 2024 and how that data compared to the previous year.



LinkedIn CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS.

The below benchmarks represent LinkedIn adverts in campaigns for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and Investors, among others.

LINKEDIN ADS BENCHMARKS

0.51%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year
Benchmark:
0.52%

The percentage of people clicking through on these types of ads.

\$3.13

COST-PER-CLICK (CPC)

Ave. Previous Year
Benchmark:
\$3.52

What you end up paying every time someone clicks on LinkedIn ads.

\$95

COST-PER-GOAL CONVERSION

Ave. Previous Year
Benchmark:
\$105

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.).

\$10.07

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year
Benchmark:
\$18.30

What you end up paying to get in front of 1000 people.

2-5%

CONVERSION RATE (CR)

Ave. Previous Year
Benchmark:
3 - 7%

The percentage of people who complete the goal you set for LinkedIn ads.

IMPORTANT TAKEAWAYS TO NOTE:

1

LinkedIn CPMs dropped due to increased ad placement options and AI-driven optimization, making ad placements more competitive and cost-effective.

2

Conversion rates lowered slightly due to increased industry adoption for LinkedIn ads. More companies to choose from meant slightly lower average conversion rates.

3

CPCs are slightly lower than last year, reflecting better cost efficiency, but strong targeting and engaging content are still required to convert high-quality leads.

LinkedIn CRE BENCHMARKS

CRE TECH

The below benchmarks represent LinkedIn in campaigns for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

LINKEDIN ADS BENCHMARKS

0.56%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year
Benchmark:

0.36%

The percentage of people clicking through on these types of ads.

\$3.54

COST-PER-CLICK (CPC)

Ave. Previous Year
Benchmark:

\$4.18

What you end up paying every time someone clicks on these types of ads.

\$94.20

COST-PER-GOAL CONVERSION

Ave. Previous Year
Benchmark:

\$97.98

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.).

\$11.37

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year
Benchmark:

\$15.94

What you end up paying to get in front of 1000 people.

3-6%

CONVERSION RATE (CR)

Ave. Previous Year
Benchmark:

4-8%

The percentage of people who complete the goal you set for these ads.

IMPORTANT TAKEAWAYS TO NOTE:

1

CTR and CPC have improved year-over-year, making it cheaper for CRE Tech companies to reach engaged audiences, signaling stronger adoption.

2

Lower CPMs make LinkedIn more affordable for CRE Tech companies, allowing advertisers to extend reach and scale brand awareness more efficiently.

3

Conversion rates remained stable or declined, likely due to long sales cycles and high-commitment offers, emphasizing the need for lead nurturing and retargeting strategies.



KEY TAKEAWAYS: LinkedIn

INSIGHT INTO USING LINKEDIN FOR YOUR CRE MARKETING.

USE IT FOR GOAL CONVERSIONS & AWARENESS.

1

LinkedIn is the best platform for reaching highly specific B2B audiences within CRE. With powerful targeting options, LinkedIn allows advertisers to engage directly with decision-makers. Year-over-year data shows it's now cheaper to reach these engaged professionals, thanks to lower CPMs and improved ad inventory (more ad placement options), making it an even stronger tool for strategic outreach.

2

LinkedIn is an effective channel for driving goal conversions, but costs remain higher than other platforms. While LinkedIn Ads can generate high quality conversions, cost-per-conversion is typically higher than Google Search Ads, meaning marketers must carefully manage budgets, optimize landing pages, and refine targeting to improve efficiency.

3

B2B conversion rates on LinkedIn have slightly declined due to increased digital advertising adoption in CRE. As more CRE brands embrace LinkedIn advertising, competition has grown, naturally lowering conversion rates. This makes high-quality creative, compelling messaging, and audience segmentation even more essential to stand out.

4

LinkedIn also remains one of the best platforms for brand awareness in CRE. With hyper-targeting capabilities and strong engagement rates, LinkedIn is a top channel for building credibility, educating prospects, and staying visible among key industry players. Even if conversions are expensive, its ability to drive reach and nurture leads over time makes it a vital part of any CRE marketing strategy.





Google Ads

SEARCH ADS

Google Search Ads, or just Google Ads, is an **incredibly powerful online advertising platform**, where advertisers bid to display brief advertisements, leasing vacancies, service offerings, product listings, and videos to web users.

Google Search Ads continue to be a cornerstone for digital marketing in the commercial real estate (CRE) sector, delivering high-intent leads and robust conversion rates. In Q4 2024, Google's advertising revenue reached \$72.5 billion, reflecting a 10.5% year-over-year increase. This growth underscores the platform's dominance in digital advertising.

When commercial real estate professionals are actively looking for solutions—whether it's leasing office space, investing in properties, or finding CRE technology—**they turn to Google Search.**

Unlike social media platforms where ads interrupt users, **Google Search Ads capture high-intent audiences** who are already searching for properties, brokers, or industry services.

For CRE marketers, this means **being visible at the exact moment** potential clients are making decisions.

With the ability to target specific keywords, geographic locations, and audience segments, Google Search Ads **help drive qualified traffic, generate leads, and capture demand** more effectively than almost any other digital channel.

Plus, with strong conversion potential, search ads provide a direct path to measurable ROI for your marketing efforts.

The following section reports on the ads data we saw in 2024 and how that data compared to the previous year.





Google Ads

CRE BENCHMARKS

SEARCH ADS

BROKERAGES, OWNERS & OPERATORS.

The below benchmarks represent Google Search adverts for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments.

GOOGLE SEARCH ADS BENCHMARKS

8.46%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year Benchmark:
11.91%

The percentage of people clicking through on Google ads.

\$0.87

COST-PER-CLICK (CPC)

Ave. Previous Year Benchmark:
\$0.55

What you end up paying every time someone clicks on Google ads.

\$65.51

COST-PER-GOAL CONVERSION

Ave. Previous Year Benchmark:
\$59.56

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.)

\$63.80

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year Benchmark:
\$65.70

What you end up paying to get in front of 1000 people.

3.94%

CONVERSION RATE (CR)

Ave. Previous Year Benchmark:
3.90%

The percentage of people who complete the goal you set for Google ads.

IMPORTANT TAKEAWAYS TO NOTE:

1

Year-over-year metrics remained steady and positive due to high search intent, strong demand for CRE services, and effective ad targeting keeping conversions consistent.

2

Google Search CTRs dropped as we saw AI-driven results creep into our lives, meaning SERP features changed, and with increased competition, made it harder to stand out—emphasizing the need for strong ad copy and strategy.



Google Ads

CRE BENCHMARKS

SEARCH ADS

CRE TECH

The below benchmarks represent Google Search adverts for CRE SaaS technology companies.

GOOGLE SEARCH ADS BENCHMARKS

6.86%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year Benchmark:

6.15%

The percentage of people clicking through on Google ads.

\$1.64

COST-PER-CLICK (CPC)

Ave. Previous Year Benchmark:

\$2.03

What you end up paying every time someone clicks on Google ads.

\$67.25

COST-PER-GOAL CONVERSION

Ave. Previous Year Benchmark:

\$68.27

What you'll pay for a goal conversion (demo requests, form-fills, contact us, etc.)

\$69.04

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year Benchmark:

\$63.46

What you end up paying to get in front of 1000 people.

2.01%

CONVERSION RATE (CR)

Ave. Previous Year Benchmark:

2.98%

The percentage of people who complete the goal you set for Google ads.

IMPORTANT TAKEAWAYS TO NOTE:

1

Better CTRs and lower CPCs show that people are still actively clicking on these ads, making Google Search a valuable channel for driving interest in CRE tech.

2

Conversion rates have dipped year-over-year, but with CPCs also decreasing, the cost to acquire a lead has remained stable, ensuring efficient ad spend.

3

Google Search Ads work best for high-intent searches. If you need broader awareness, consider alternative channels like display or social ads instead.

KEY TAKEAWAYS: Google Ads

INSIGHT INTO USING GOOGLE SEARCH ADS FOR YOUR CRE MARKETING.

USE IT FOR GENERATING GOAL CONVERSIONS.

1

Google Search Ads consistently drive the most conversions. Across all campaigns analyzed, Google Search Ads delivered the highest number of completed goals—whether that’s lead form submissions, contact requests, or downloads. If your priority is getting prospects to take action, this is one of the most effective ad channels available.

2

Click-through rates (CTRs) have dipped slightly, but Google Search remains a key driver of high-value leads. With increased competition, AI-driven search results, and more zero-click searches (where users find answers directly on Google without clicking a result), marginally fewer people are clicking on ads. However, the ones who do tend to be high-intent prospects, making this channel critical for targeting serious decision-makers in CRE.

3

Google Search Ads alone won’t build awareness—but they work best when paired with Display Ads. Search ads are highly effective at capturing demand, but they don’t generate broad awareness on their own. When combined with Google Display Ads, they create a stronger, full-funnel strategy, ensuring your brand stays visible before prospects even begin searching.



Google Display Ads remain pivotal for building brand awareness, reaching over 90% of internet users across millions of websites, apps, and YouTube. In 2024, there was a notable increase in programmatic ad adoption, enabling advertisers to deliver highly targeted Display Ads more efficiently.

Unlike Search Ads, which target users actively looking for solutions, **Display Ads reach potential clients earlier in their decision-making process** by appearing across millions of websites, apps, and YouTube.

For commercial real estate, Display Ads **help introduce your brand to investors, brokers, property owners, etc.** as they browse relevant content online.

With strong visual appeal and advanced audience targeting—including retargeting website visitors—this channel ensures **your message stays in front of the right people at the right time.**

While Display Ads may not drive immediate conversions like Search Ads, **they play a critical role in nurturing leads**, reinforcing brand credibility, and creating multiple touchpoints throughout the marketing funnel.

The following section reports on the ads data we saw in 2024 and how that data compared to the previous year.





Google Ads

CRE BENCHMARKS

DISPLAY ADS

BROKERAGES, OWNERS & OPERATORS.

The below benchmarks represent Google Display adverts for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and Investors, among others.

GOOGLE DISPLAY ADS BENCHMARKS

0.73%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year Benchmark:

0.53%

The percentage of people clicking through on Google Display ads.

\$0.53

COST-PER-CLICK (CPC)

Ave. Previous Year Benchmark:

\$0.33

What you end up paying every time someone clicks on on Google Display ads.

\$2.41

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year Benchmark:

\$1.78

What you end up paying to get in front of 1000 people.

IMPORTANT TAKEAWAYS TO NOTE:

1

Display Ads have become slightly more expensive year-over-year as more CRE businesses invest in digital advertising.

2

CTRs have improved due to better targeting and creative strategies, though bot activity has increased, making performance tracking essential.

3

Best for awareness and lead nurturing, Display Ads keep your brand visible but are not the main driver of conversions.



Google Ads

CRE BENCHMARKS

DISPLAY ADS

CRE TECH

The below benchmarks represent Google Display adverts for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

GOOGLE DISPLAY ADS BENCHMARKS

0.77%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year Benchmark:

0.61%

The percentage of people clicking through on on Google Display ads.

\$0.36

COST-PER-CLICK (CPC)

Ave. Previous Year Benchmark:

\$0.72

What you end up paying every time someone clicks on on Google Display ads.

\$2.48

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year Benchmark:

\$2.33

What you end up paying to get in front of 1000 people.

IMPORTANT TAKEAWAYS TO NOTE:

1

CRE Tech Display Ads outperform B2B averages in CTR, showing strong audience engagement and the impact of effective targeting.

2

Low CPM makes Display Ads cost-effective for top-of-funnel awareness, performing better than many other channels in reaching broad audiences.

3

CPC has dropped sharply due to increased digital adoption in CRE, though bot activity may be influencing this decline too.



KEY TAKEAWAYS: Google Ads

INSIGHT INTO USING GOOGLE DISPLAY ADS FOR YOUR CRE MARKETING.

USE THESE ADS TO REACH AS MANY DECISION-MAKERS AS POSSIBLE.

1

Display Ads are a cost-effective way to reach a highly targeted CRE audience.

They are ideal for building brand awareness at the top of the funnel, keeping brokerages, owners, and CRE tech firms visible. While they may not drive immediate conversions, they help nurture leads and move prospects toward action when combined with search and retargeting strategies.

2

A key tool for brand recognition, retargeting, and keeping CRE businesses top of mind.

Beyond awareness, Display Ads reinforce messaging and ensure your brand stays visible to investors, developers, brokers, etc. Retargeting campaigns are especially useful for re-engaging potential clients and guiding them further down the funnel.

3

Pairing Display Ads with Search Ads creates a full-funnel marketing strategy.

CRE prospects often require multiple touchpoints before converting. Using Display Ads alongside Google Search Ads helps guide leads effectively. However, bot activity has increased, impacting reported CTRs and conversions—making ongoing campaign optimization crucial.





With over 3.07 billion monthly active users as of 2024, Facebook remains **one of the largest advertising platforms**, and its significance in commercial real estate marketing continues to grow.

Despite increased scrutiny over privacy policies and evolving ad algorithms, Facebook Ads still offer **some of the most advanced audience targeting options**, making them invaluable for CRE professionals aiming to generate leads and enhance brand awareness.

With its vast user base, Facebook allows CRE marketers to connect with different types of CRE audiences, where they actively consume content.

For brokerages, owners, and CRE tech firms, Facebook Ads are particularly effective for **building brand awareness, promoting listings, and generating leads**.

Notably, video content and interactive ad formats experienced increased engagement in 2024, **positioning video-based ads as a critical tool** for marketers seeking higher visibility and interaction within the CRE sector.

Its advanced targeting options—such as **location-based marketing**, interest targeting, and **retargeting**—help reach the right decision-makers at the right time.

While Facebook Ads may not drive immediate high-intent conversions like Google Search, they **play an important role in lead nurturing, brand visibility, and audience engagement**, making them a key part of a well-rounded CRE marketing strategy.

The following section reports on the ads data we saw in 2024 and how that data compared to the previous year.





CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS.

The below benchmarks represent Facebook adverts in campaigns for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and Investors, among others.

FACEBOOK ADS BENCHMARKS

1.55%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year
Benchmark:
0.43%

The percentage of people clicking through on Facebook Ads.

\$0.88

COST-PER-CLICK (CPC)

Ave. Previous Year
Benchmark:
\$0.89

What you end up paying every time someone clicks on Facebook ads.

\$14.07

COST-PER-GOAL CONVERSION

Ave. Previous Year
Benchmark:
\$11.23

What you'll pay for a goal conversion (form-fills, contact us, downloads, etc.)

\$4.24

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year
Benchmark:
\$3.86

What you end up paying to get in front of 1000 people.

6.24%

CONVERSION RATE (CR)

Ave. Previous Year
Benchmark:
7.96%

The percentage of people who complete the goal you set for Facebook ads.

IMPORTANT TAKEAWAYS TO NOTE:

1

Facebook campaigns with in-platform OM downloads saw the highest conversions, proving the value of offering resources directly within the platform for better lead generation.

2

The CRE industry is embracing digital ads, and Facebook CTRs are improving, bringing performance closer to B2B benchmarks with better targeting and audience engagement.

3

With strong CPM efficiency, Facebook remains highly effective for brand awareness and user engagement, making it a valuable tool for reaching and connecting with a wide audience.



CRE BENCHMARKS

CRE TECH

The below benchmarks represent Facebook adverts in campaigns for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

FACEBOOK ADS BENCHMARKS

0.36%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year
Benchmark:
0.28%

The percentage of people clicking through on these Facebook ads.

\$0.87

COST-PER-CLICK (CPC)

Ave. Previous Year
Benchmark:
\$1.97

What you end up paying every time someone clicks on Facebook ads.

\$8.77

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year
Benchmark:
\$6.57

What you end up paying to get in front of 1000 people.

IMPORTANT TAKEAWAYS TO NOTE:

1

Facebook Ads in CRE Tech struggled with lead quality, as rising CPMs increased the cost of reaching the right audience, making lead generation less efficient.

2

Facebook Ads aren't ideal for direct lead generation in CRE Tech but play a valuable role in building brand awareness within a broader marketing strategy.

3

Higher CPMs and low CTRs suggest that audience targeting and ad creative must be optimized for better performance in highly specialized CRE Tech markets.



KEY TAKEAWAYS: facebook

INSIGHT INTO USING FACEBOOK FOR YOUR CRE MARKETING.

USE FACEBOOK FOR IN-PLATFORM LEADS AND AWARENESS MARKETING.

1

Facebook remains a strong platform for brand awareness and engagement. With competitive CPMs and AI-driven ad optimization, Facebook continues to be an effective channel for reaching a CRE audience. However, as more advertisers compete for attention, standing out requires strong creative assets and refined targeting strategies.

2

In-platform downloads are the most effective for driving conversions. Campaigns that offered gated content directly on Facebook—such as OM downloads—see higher conversion rates compared to ads that drive users to external landing pages. Keeping users within the platform reduces friction and improves lead capture efficiency.

3

Rising CPMs are increasing the cost of lead generation. As more CRE brands invest in digital advertising, the cost of reaching targeted audiences has increased. This makes precise audience segmentation, lookalike targeting, and creative optimization more critical than ever to maintain strong ROI.

4

Facebook Ads work best as part of a broader, multi-channel strategy. For CRE Tech and higher-value transactions, Facebook alone may not drive immediate leads, but it plays a crucial role in building awareness, retargeting engaged audiences, and nurturing prospects throughout the buyer journey.





Instagram has solidified its position as a premier platform for visual content, boasting over 2 billion monthly active users as of 2024.

This extensive user base offers commercial real estate (CRE) professionals a unique opportunity to **engage with a diverse and expansive audience.**

In the United States, Instagram's popularity is particularly notable among younger demographics, with 28.3% of users aged between 25 and 34 years and 26.5% aged between 18 and 24 years.

This age group encompasses **emerging investors, young professionals, and potential first-time commercial property buyers**, making it a valuable segment for CRE marketing efforts.

The platform's advertising potential is underscored by its substantial revenue growth, projected to reach approximately \$71 billion by the end of 2024.

This surge is driven by Instagram's diverse ad formats, including Stories, Reels, and carousel posts, which **enable CRE marketers to showcase properties and services** through engaging visual narratives.

Moreover, Instagram's role in brand engagement is significant, with 69% of social media users reporting that they encounter the most engaging brand content on the platform.

This highlights Instagram's effectiveness in fostering meaningful interactions between CRE brands and their target audiences.

In summary, Instagram's expansive reach, dynamic ad offerings, and high user engagement make it an **indispensable tool for CRE professionals** aiming to enhance brand visibility and connect with prospective clients in a visually compelling manner.

The following section reports on the ads data we saw in 2024 and how that data compared to the previous year.





Instagram

CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS.

The below benchmarks represent Facebook adverts in campaigns for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and Investors, among others.

INSTAGRAM ADS BENCHMARKS

0.88%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year
Benchmark:
1.08%

The percentage of people clicking through on Instagram ads.

\$1.43

COST-PER-CLICK (CPC)

Ave. Previous Year
Benchmark:
\$1.06

What you end up paying every time someone clicks on Instagram ads.

\$6.33

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year
Benchmark:
\$10.86

What you end up paying to get in front of 1000 people.

IMPORTANT TAKEAWAYS TO NOTE:

1

CTRs have declined year-over-year as Instagram expands ad placements and competition in CRE intensifies. Standing out now requires sharper targeting, stronger creative, and a clear value proposition.

2

Our research shows brokers actively use Instagram to showcase properties and promote offers, tapping into its visual appeal and broad reach to engage potential clients and drive interest.

3

Lower CPM than last year makes Instagram an efficient channel for brand awareness, but higher CPC means lead generation requires strong targeting and ad strategy.



Instagram

CRE BENCHMARKS

CRE TECH

The below benchmarks represent Instagram adverts that used images only in campaigns for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

INSTAGRAM ADS BENCHMARKS

0.87%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year
Benchmark:
0.29%

The percentage of people clicking through on Instagram ads.

\$0.75

COST-PER-CLICK (CPC)

Ave. Previous Year
Benchmark:
\$2.01

What you end up paying every time someone clicks on Instagram ads.

\$6.49

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year
Benchmark:
\$5.69

What you end up paying to get in front of 1000 people.

IMPORTANT TAKEAWAYS TO NOTE:

1

Above-average CTRs in the CRE Tech space signal strong audience engagement, with year-over-year improvements suggesting visual ads capturing increased interest.

2

With good CPMs (even though slightly higher than the previous year), Instagram CRE Tech ads are a cost-effective way to build brand awareness and fill the top of the funnel.

3

CPC has decreased year-over-year, driven by the introduction of new ad placements that provide more cost-effective opportunities to reach and engage target audiences.

KEY TAKEAWAYS:



Instagram

INSIGHT INTO USING INSTAGRAM FOR YOUR CRE MARKETING.

GET ON IT BEFORE YOUR COMPETITORS.

1

Instagram has become an essential platform for brokers, brokerages, owners, and operators to showcase their portfolios and engage potential clients visually. CRE Tech companies should also leverage Instagram to build brand awareness, tapping into its large, highly engaged audience.

By sharing eye-catching content, behind-the-scenes looks, and property highlights, CRE Tech brands can strengthen their presence and connect with a wider audience, driving interest and reinforcing their expertise in the industry.

2

Our research reveals that many brokers are effectively using Instagram to showcase properties and promote offering memorandums to their audience. Our data supports this approach, showing strong engagement and positive results, proving that Instagram is a powerful tool for driving interest and connecting with potential clients in the CRE space.

3

With the rise of video marketing and brokers increasingly using video content to lease space, it's clear that video should be a key part of your marketing strategy. Instagram is evolving to support this shift, offering new, cost-effective ad placements that make it an even more valuable platform for reaching and engaging potential clients, further cementing its role as an essential tool in your marketing arsenal.



YouTube has solidified its position as a premier platform for video content, boasting over 2.49 billion monthly active users as of 2024.

This extensive user base offers commercial real estate (CRE) professionals a **unique opportunity to engage** with a diverse and expansive audience.

The platform's advertising potential is underscored by its substantial revenue growth, with global advertising revenues reaching approximately \$8.9 billion in the third quarter of 2024, representing a 3% increase from the previous quarter.

This growth indicates that more businesses, including those in the CRE sector, are **leveraging YouTube's advertising capabilities** to reach their target audiences effectively.

For brokerages, property owners, and CRE tech firms, YouTube offers a dynamic medium to **showcase property tours, market analyses, and educational content**, thereby enhancing brand visibility and fostering trust with potential clients.

Moreover, YouTube's **integration with other Google services** allows for advanced targeting options, enabling CRE professionals to reach specific audiences based on demographics, interests, and online behaviors.

This precision ensures that marketing efforts are **directed toward individuals most likely to engage** with the content, thereby maximizing return on investment.

In summary, YouTube's expansive reach, continuous growth, and robust advertising infrastructure make it an important tool for commercial real estate marketing, facilitating effective audience engagement and brand promotion.

The following section reports on the ads data we saw in 2024 and how that data compared to the previous year.



YouTube CRE BENCHMARKS

BROKERAGES, OWNERS & OPERATORS.

The below benchmarks represent YouTube adverts in campaigns for brokerages, owners, and operators within their leasing, acquisitions, sales, and marketing departments. Our targeting ranged across national and regional brokers, large organizations and small business owners, industry peers, and Investors, among others.

YOUTUBE ADS BENCHMARKS

0.39%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year
Benchmark:
0.59%

The percentage of people clicking through YouTube ads.

\$1.68

COST-PER-CLICK (CPC)

Ave. Previous Year
Benchmark:
\$1.25

What you end up paying every time someone clicks on YouTube ads.

\$8.30

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year
Benchmark:
\$7.33

What you end up paying to get in front of 1000 people.

IMPORTANT TAKEAWAYS TO NOTE:

1

Lower CPMs than B2B averages make YouTube great for awareness campaigns, but rising CPCs mean precise targeting is key for delivering value and engagement.

2

YouTube is an emerging platform for CRE advertising. While not yet a primary lead driver, audiences are engaging more with video content over time.

3

Long-form video ads have performed well, suggesting higher engagement potential as more CRE brands embrace YouTube for property showcases, education, and branding.

YouTube CRE BENCHMARKS

CRE TECH

The below benchmarks represent YouTube adverts that used videos only in campaigns for CRE SaaS technology companies. Our targeting ranged across brokers, REITs, Investors, developers, and the appraisal industry, among others.

YOUTUBE ADS BENCHMARKS

0.65%

CLICK-THROUGH-RATE (CTR)

Ave. Previous Year Benchmark:

1.16%

The percentage of people clicking through on YouTube ads.

\$4.25

COST-PER-CLICK (CPC)

Ave. Previous Year Benchmark:

\$1.25

What you end up paying every time someone clicks on YouTube ads.

\$4.80

COST-PER-THOUSAND-IMPRESSIONS (CPM)

Ave. Previous Year Benchmark:

\$13.25

What you end up paying to get in front of 1000 people.

IMPORTANT TAKEAWAYS TO NOTE:

1

CPMs have dropped year-over-year, making YouTube more cost-effective for broad reach, but rising CPCs highlight the need for refined targeting to maintain efficiency.

2

YouTube works well for brand awareness, generating strong impressions and visibility, but lower CTRs suggest users are less likely to take immediate action.

3

Premium placements are becoming more competitive, increasing costs and emphasizing the importance of precise targeting and engaging content to maximize ROI..

KEY TAKEAWAYS:



INSIGHT INTO USING YOUTUBE FOR YOUR CRE MARKETING.

BEST FOR BRAND AWARENESS, AUDIENCE EDUCATION, AND LONG-TERM ENGAGEMENT.

1

YouTube's CPM for CRE Tech has dropped year-over-year, making it a cost-effective channel for reaching broad audiences. Lower CPMs indicate that more efficient inventory and targeting improvements are driving better cost control. However, rising CPCs suggest increased competition for premium placements, making refined targeting essential to maintain efficiency.

2

YouTube excels at generating impressions and building brand awareness, but lower CTRs suggest users are less likely to take immediate action. This aligns with YouTube's role as a mid-to-top-funnel channel, where ads help familiarize audiences with brands, products, and services before they convert through other channels.

3

Premium ad placements are becoming more competitive, increasing costs and emphasizing the need for precise targeting. As more advertisers invest in YouTube, competition for high-value ad spots is rising, making compelling creative and audience segmentation critical for maximizing performance.

INSIGHTS

BROKERAGES, OWNERS & OPERATORS.

LINKEDIN

- Strong platform for brand awareness.
- Goal conversions tend to be more expensive.
- Higher-quality, more qualified leads compared to other channels.
- Ideal for targeting decision-makers and professionals in CRE.
- Effective for long-term growth despite higher conversion costs.

GOOGLE SEARCH ADS

- Generated the most goal conversions across CRE sectors.
- Audience is highly intent-driven, making ads extremely targeted.
- High cost-per-goal, but delivers strong ROI due to the value of CRE leads.
- Costs are rising year-over-year, so targeting the right audience is crucial.

GOOGLE DISPLAY ADS

- Best for targeting broad audiences and building brand awareness.
- Not ideal for direct goal conversions but effective in top-of-funnel efforts.
- Low CPM offers great value for awareness campaigns, but requires a targeted approach to ensure cost-efficiency.

FACEBOOK

- Best in-platform OM downloads.
- Facebook CTRs have improved, showing stronger audience engagement as CRE embraces digital advertising.
- Facebook remains a strong brand awareness tool, but lead quality depends on precise audience targeting.

INSTAGRAM

- Lower CPMs make Instagram cost-effective for brand awareness, but higher CPCs require strategic targeting for lead generation.
- Excellent for building brand awareness and engaging a broad audience.
- Strong creative and clear messaging are essential to stand out in a crowded ad space.

YOUTUBE

- Emerging platform for CRE advertising, with growing adoption in the industry..
- Lower CPMs make it cost-effective for brand awareness.
- YouTube works best as a mid-to-top-funnel channel, supporting branding and lead nurturing rather than immediate conversions.

INSIGHTS

CRE SAAS TECHNOLOGY COMPANIES

LINKEDIN

- Click-through rates and cost-per-click have improved year-over-year, making LinkedIn a more affordable platform to reach your target audience.
- Ads on LinkedIn are delivering better-than-average B2B results, with each click costing over a dollar less than typical B2B costs.

GOOGLE SEARCH ADS

- Google Search ads deliver strong CTRs and CPCs, outperforming the broader B2B industry.
- Conversion rates declined, highlighting the need for strong landing pages and CTAs.
- While conversion rates have dropped year-on-year, the decrease in CPCs balances out the cost of acquiring leads, making it a cost-effective channel.

GOOGLE DISPLAY ADS

- CRE Tech sees strong Display Ads CTRs, outperforming B2B industry averages.
- Primarily used to maximize reach and generate broad brand awareness.
- Rising CPC and CPM year-on-year make these ads more costly, emphasizing the need for precise audience targeting to maintain cost-efficiency.

FACEBOOK

- Facebook ads in CRE Tech underperformed overall, with rising CPMs increasing the cost of reaching your audience.
- Conversion rates on Facebook have been lower compared to other platforms.
- Despite lower conversions, Facebook is highly effective for contributing to broader campaign awareness.

INSTAGRAM

- Above-average CTRs indicate strong engagement, but costs require sharper targeting.
- Best for brand awareness and showcasing product features.
- Lower CPCs help expand reach, but direct lead generation is challenging.

YOUTUBE

- YouTube's CRE Tech CPM has dropped significantly year-on-year, making it an affordable channel for reaching a large audience with video content.
- While not yet a major goal conversion driver, it's highly effective for raising awareness and generating impressions.
- YouTube excels at generating impressions, helping to expand reach and visibility.

CONCLUSION.

CRE'S DIGITAL EVOLUTION IS HERE

The commercial real estate industry is **embracing digital advertising like never before**, recognizing its power to generate leads, build brand awareness, and drive measurable results.

As competition increases, platforms like Google, LinkedIn, Facebook, Instagram, Display, and YouTube are becoming essential tools in CRE marketing strategies, **each serving a distinct role in the funnel**.

This year's benchmarks highlight a growing shift toward data-driven advertising, with higher engagement rates, more refined targeting, and increasing investments across digital channels.

While **costs are rising in some areas due to this increased adoption**, the ability to reach decision-makers at the right time is proving invaluable.

For CRE companies looking to stay ahead, a multi-channel strategy, strong creative, and continuous optimization will be the key to success **in an industry that's rapidly modernizing its marketing approach**.

READY FOR BETTER MARKETING RESULTS?

ATYPICAL is an end-to-end marketing agency focused exclusively on the commercial real estate industry. We help owners, operators, brokerages, and CRE Tech companies increase sales while reducing costs using proven marketing methods.

BELOW ARE JUST SOME OF THE CRE SOLUTIONS WE CAN HELP WITH:

OWNERS & OPERATORS

- Lead gen for vacant space & leasing campaigns
- Property brand development
- Property awareness campaigns
- Tenant marketing campaigns
- Acquisitions & Dispositions marketing
- Full marketing strategy development
- Full-funnel paid media campaigns
- Content strategy & creation
- SEM for intent-based property sales inquiries
- SEO for intent-based leasing
- Website design & build
- Video production

+ MORE

BROKERAGES

- Lead gen campaigns for vacant space
- Lead gen for investment sales
- Lead gen for recruitment
- Lead gen for franchise enquiries
- Franchise marketing support
- Marketing strategy development
- Paid media campaigns
- Content strategy
- Content creation
- SEO for intent-based leasing enquiries
- Website design & build
- Video production

+ MORE

CRE TECH

- Lead generation strategy
- Marketing strategy development
- Content strategy
- Social media strategy
- Social media content creation
- SEO strategy
- Corporate brand development
- Corporate brand awareness campaigns
- Content creation - Press releases, research reports, blog posts
- Lead scoring
- Sales funnel design
- Creative campaign conceptualization

+ MORE

LET'S TALK.

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