

Media Release
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REA Group set to unveil new suite of privacy first advertising products

REA Group has announced it will offer new advertising solutions to unlock actionable insights and deeper personalisation, enabling customers to better target their campaigns, while giving consumers increased transparency and control over the use of their data.

In an Australian first, REA has developed a property audience collaboration product in partnership with LiveRamp, a leading data collaboration platform. The solution, which will initially be available to media customers, will launch in early 2025.

The LiveRamp Clean Room, powered by Habu, will create a secure and controlled data collaboration environment with approved partners, allowing REA to deliver unparalleled insights to advertisers. The technology will enable advertisers to match first party data against Australia's largest and most engaged audience of property seekers on realestate.com.au¹.

The partnership comes as REA looks to build on its capabilities and develop further solutions that help its customers advertise with greater confidence. The suite of new products will utilise consumer privacy best practices and will improve the way advertisers can deliver personalised campaigns while also providing more comprehensive campaign measurement.

REA Group National Sales Director (Media), Rob Hudson, said the data clean room is a critical piece of the puzzle as REA continues to provide increased value to its customers, while also responding appropriately to the changing needs of consumers.

"Our personalisation strategy is at the core of realestate.com.au's audience leadership, with more than 11.9 million Australians visiting realestate.com.au on average each month². We're delighted to partner with LiveRamp to provide REA customers with optimised insights that support the execution of their advertising campaigns," Rob said.

"We know the industry is grappling with audience fragmentation and upcoming privacy legislation changes will shine an even brighter spotlight on data use. REA is committed to privacy best practices, and we continue to invest heavily in uplifting our privacy capabilities while ensuring we have appropriate consumer consent."

Melanie Hoptman, Managing Director, APAC, LiveRamp, commented: "As the leader in the Australian market, REA Group is a key partner not just for LiveRamp, but for marketers looking to reach consumers during critical parts of their journeys. We're excited to help REA provide more impactful marketing and privacy-centric data collaboration to its advertisers, helping all sides to drive more business value."

¹ Ipsos iris Online Audience Measurement Service, Jul 2024 - Sep 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Audience (000's) and Avg Time PP.

² Ipsos iris Online Audience Measurement Service, Jul 2024 - Sep 2024 (average), P14+, PC/laptop/smartphone/tablets, text only, Homes and Property Category, Brand Group, Realestate.com.au, Audience (000's).

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About REA Group Ltd (www.rea-group.com): REA Group Ltd ACN 068 349 066 (ASX:REA) (“REA Group”) is a multinational digital advertising business specialising in property. REA Group operates Australia’s leading residential and commercial property websites – realestate.com.au and realcommercial.com.au – as well as the leading website dedicated to share property, Flatmates.com.au and property research website, property.com.au. REA Group owns [Mortgage Choice Pty Ltd](#), an Australian mortgage broking franchise group, [PropTrack Pty Ltd](#), a leading provider of property data services, [Campaign Agent Pty Ltd](#), Australia’s leading provider in vendor paid advertising and home preparation finance solutions for the Australian real estate market and [Realtair Pty Ltd](#), a digital platform providing end-to-end technology solutions for the real estate transaction process. In Australia, REA Group holds strategic investments in [Simpology Pty Ltd](#), a leading provider of mortgage application and e-lodgement solutions for the broking and lending industries, Arealytics, a provider of commercial real estate information and technology in Australia and Athena Home Loans, a leading digital non-bank lender and of Australia’s fastest growing fintechs. Internationally, REA Group holds a controlling interest in REA India Pte. Ltd. operator of established brands [Housing.com](#) and [PropTiger.com](#). REA Group also holds a significant minority shareholding in [Move, Inc.](#), operator of [realtor.com](#) in the US, the [PropertyGuru Group](#), operator of leading property sites in Malaysia, Singapore, Thailand and Vietnam and Easiloan, a technology platform for end-to-end digital processing of home loans in India.