

Housing Market Ads Launches Video Advertising to Revolutionize Real Estate Marketing

Advertisers can now upload and manage video-based campaigns directly inside the Housing Market Ads Media Manager, reaching over 13 million monthly real estate shoppers and generating more than 196 million ad impressions every month.

Hong Kong, Hong Kong S.A.R. Oct 5, 2025 ([Issuewire.com](https://www.issuewire.com)) - Housing Market Group, the global real estate advertising network behind [Housing Market Ads](#), today announced the launch of **video advertising** across its international network of property marketplaces. This major update empowers real estate professionals to deliver more engaging and immersive ad experiences to qualified property shoppers in **17 countries** and **11 languages**.

With this enhancement, advertisers can now upload and manage **video-based campaigns** directly inside the [Housing Market Ads Media Manager](#), reaching over **13 million monthly real estate shoppers** and generating more than **196 million ad impressions** every month.

A New Era of Real Estate Advertising

Housing Market Ads has established itself as a leading display advertising system for the real estate industry, allowing agents, developers, and related businesses to promote properties and services to active, verified buyers and renters. The addition of **video ads** brings storytelling and emotional connection to the forefront of property marketing.

“Video is the most powerful medium to connect emotion with opportunity,” said **Mike Schuett**, Founder and CEO of Housing Market Group. “By integrating video ads into our platform, we’re giving real estate advertisers a way to not just show properties—but to *sell lifestyles* and *build trust* with qualified buyers.”

Precision Targeting Meets Dynamic Storytelling

Just like traditional Housing Market Ads display campaigns, video ads utilize the platform’s advanced targeting and segmentation technologies:

- **Geo-Targeting:** Reach users based on their current or search location (e.g., Bangkok, Dubai, Berlin, Los Angeles).
- **Property-Type Targeting:** Focus campaigns on specific categories like condos, villas, or luxury developments.
- **AI-Driven Retargeting:** Automatically re-engage shoppers who viewed a property but did not inquire.
- **Listing-Type Targeting:** Deliver tailored messages for listings “for sale,” “for rent,” or “short-term stay.”

The result is **higher engagement, stronger brand recall, and better ROI** for advertisers.

Available in 17 Countries and 11 Languages

Housing Market Ads currently operates across a network of 17 localized property marketplaces,

including:

Thailand, Germany, China, Dubai, Qatar, Australia, Philippines, Malaysia, Singapore, USA, India, Indonesia, UK, Canada, Japan, Vietnam, and Hong Kong.

Each marketplace supports multi-language advertising, ensuring that video campaigns can seamlessly reach audiences in 11 native languages.

Advertisers can launch video ad campaigns starting at **\$5 per day** or via **\$10 CPM (cost per thousand impressions)** pricing.

About Housing Market Ads

Housing Market Ads is a display and video advertising system developed by **Housing Market Group**, a global real estate technology company. The platform enables advertisers to reach qualified real estate shoppers through precision targeting based on location, property type, and listing intent. With a network spanning 17 countries and generating over 196 million monthly ad impressions, Housing Market Ads connects property professionals, developers, and investors with serious buyers and renters around the world.

For more information, visit www.HousingMarketAds.com.

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Source : Housing Market Group

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