

Housing Market Ads vs. Google Ads and Facebook Ads: Why Real Estate Professionals Are Switching

Housing Market Ads uses a CPM-based advertising model starting at approximately USD 10 CPM and campaigns starting from as little as USD 5 per day.



Hong Kong, Hong Kong S.A.R. May 10, 2026 ([Issuewire.com](https://www.issuewire.com)) - Real estate professionals around the world are increasingly searching for better ways to reach serious property buyers and investors without wasting advertising budgets on unqualified audiences. While platforms like Google Ads and Facebook Ads remain popular for general online advertising, a growing number of real estate agents,

developers, mortgage brokers, and property-related businesses are discovering the advantages of using [Housing Market Ads](#), a display advertising platform built specifically for the real estate industry.

Unlike traditional advertising platforms that target broad consumer audiences, **Housing Market Ads** focuses exclusively on active real estate shoppers and investors inside real estate marketplaces across 17 countries.

The Main Difference: Audience Intent

Google Ads and Facebook Ads are designed for mass-market advertising. While both platforms offer advanced targeting capabilities, advertisers often compete against businesses from every industry for visibility and clicks. This can lead to high advertising costs, low-quality traffic, and campaigns reaching users who may not currently be interested in buying or investing in property.

Housing Market Ads takes a different approach.

The platform was created specifically for real estate marketing and places advertisements directly inside real estate marketplaces where users are actively searching for properties, investment opportunities, rentals, and real estate services.

This means advertisers are reaching users already engaged in real estate activity rather than interrupting users scrolling social media or casually browsing the web.

Precision Real Estate Targeting

One of the key advantages of [Housing Market Ads](#) is its specialized targeting system.

Advertisers can target audiences based on:

- User location
- Property search location
- Property type
- Listing type
- Real estate behavior and engagement

Housing Market Ads supports targeting for condominiums, villas, houses, land, luxury properties, rentals, commercial properties, and more. Campaigns can also be segmented by listing intent such as “for sale,” “for rent,” or investment-focused properties.

This level of real estate-specific targeting helps businesses avoid wasted impressions and improves campaign efficiency.

Benefits Compared to Facebook Ads

Facebook Ads are widely used in real estate marketing because of their large audience reach and social targeting tools. However, many real estate professionals report challenges such as:

- Low lead quality
- High competition
- Expensive cost-per-lead

- Ads shown to users with no active buying intent
- Frequent algorithm changes affecting campaign performance

Housing Market Ads focuses on showing ads only to qualified real estate shoppers using AI-driven audience segmentation and retargeting technologies.

Instead of targeting users based mainly on interests or demographics, [Housing Market Ads](#) reaches users based on actual property search activity and marketplace engagement.

Benefits Compared to Google Ads

Google Ads allows businesses to target users searching for specific keywords, but real estate keywords are often highly competitive and expensive.

Terms such as:

- “condos for sale”
- “property investment”
- “luxury homes”
- “real estate in Dubai”

can cost advertisers significant amounts per click depending on the market.

Housing Market Ads uses a CPM-based advertising model starting at approximately USD 10 CPM and campaigns starting from as little as USD 5 per day.

This allows advertisers to focus on long-term visibility, branding, and consistent exposure to qualified audiences rather than paying high prices for every individual click.

International Reach for Real Estate Marketing

Housing Market Ads currently operates across real estate marketplaces in:

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

The platform supports multilingual real estate advertising campaigns and enables businesses to reach both local and international property buyers.

This is especially valuable for:

- International property developers
- Luxury real estate agencies
- Investment property marketers
- Immigration and relocation services
- Mortgage brokers
- Insurance companies
- Property management businesses

Designed Specifically for Real Estate Professionals

[Housing Market Ads](#) was built to solve a major problem in online advertising: real estate businesses often spend large marketing budgets reaching the wrong audience.

By focusing exclusively on active real estate shoppers, Housing Market Ads aims to provide:

- Better lead quality
- Higher visibility
- Improved conversion potential
- More efficient advertising spend
- International investor exposure

With over 13 million monthly real estate shoppers and more than 39 million listing views across its marketplaces, Housing Market Ads positions itself as a specialized alternative to general advertising platforms.

About Housing Market Ads

Housing Market Ads is a real estate-focused display advertising platform operated by Housing Market Group. The platform helps real estate professionals target qualified property buyers, renters, and investors through geo-targeted and property-specific advertising solutions across 17 countries.

Campaigns start from USD 5 per day with advanced targeting options based on user behavior, property type, and location.

For more information, visit:

HousingMarketAds.com

Media Contact

Housing Market Group

*****@housingmarketgroup.com

+852 5808 0333

Level 10, Champion Tower 3 Garden Road

<https://housingmarketgroup.com>

Source : Housing Market Group

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