

MRE



409/1 Clara Street, South Yarra, Vic 3141

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Date listed	Days on site	Rotation rate	Next rotation	Listing type
17th Oct	26d ago	15 days	16th Nov (4 days)	Premiere



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Showing campaign performance from 17 Oct - 10 Nov 2025

Campaign highlights

65,662

Campaign exposure
Times your campaign has been exposed on realestate.com.au and beyond.

1,845

Listing views
Total views of your listing on realestate.com.au.

23

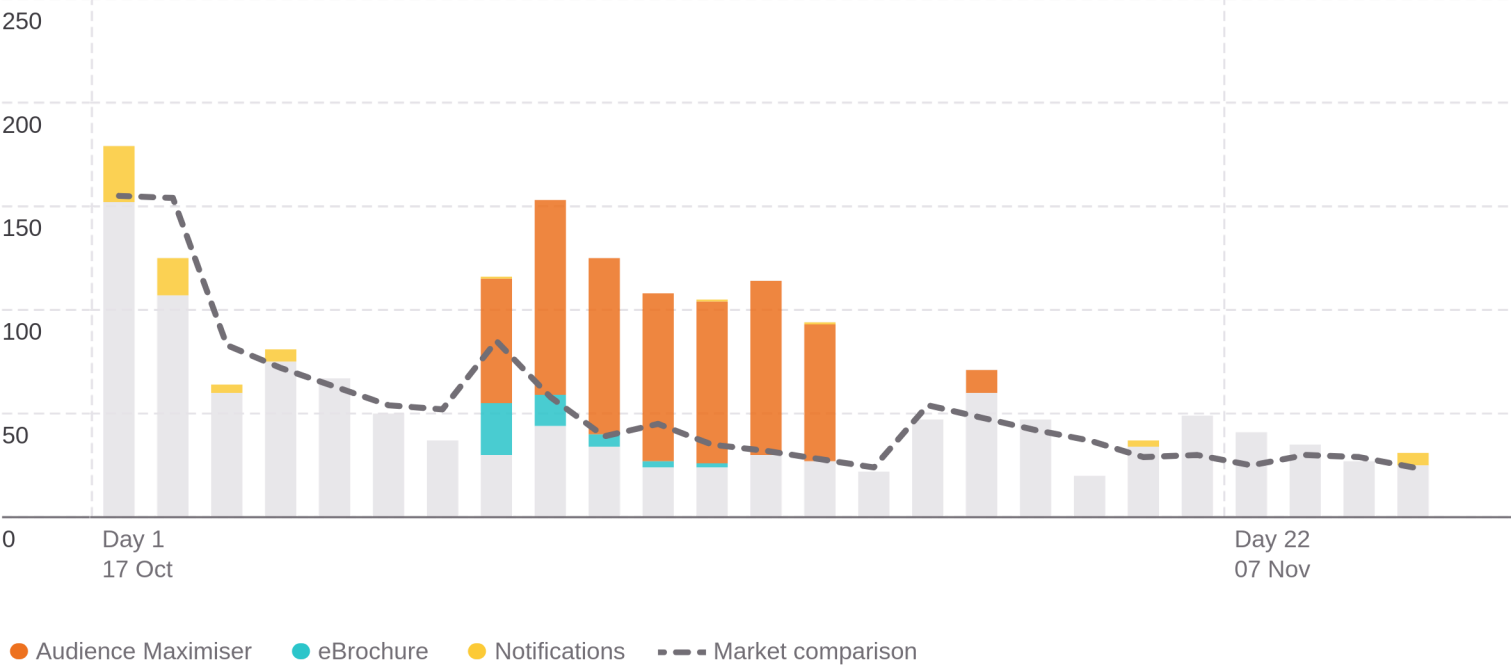
Enquiries
Total number of email enquiries and phone and SMS reveals.

17

Inspection actions
Total number of actions that show intent to inspect.

Listing views

Views breakdown



Product views summary

● Search results	730 (40%)
● Audience Maximiser	559 (30%)
● Others	411 (22%)
● Notifications	67 (4%)
● eBrochure	51 (3%)
● Suggested property for you	27 (1%)
Total views	1,845

● Audience Maximiser

Last updated: 02/11/2025

Your campaign from 24 Oct - 2 Nov 2025.

607

Campaign clicks

205%

Uplift to listing views

Top websites featuring Audience Maximiser
Facebook, Instagram, news.com.au, yahoo.com, and The Guardian

● eBrochure

Last updated: 09/11/2025

Sent 24 Oct 2025

604

eBrochures sent

51 (8%)

Clicks from eBrochure

● Notifications

Last updated: 10/11/2025

12,182

People notified

67

Clicks from Notifications

This includes the total of:

- 1. Saved search alerts
- 2. Targeted buyer enquiries
- 3. Property update notifications

Listing engagement actions

Saves and shares

🔖 Saves	86
📌 Shares	3

Enquiries

✉ Email enquiries	10
📞 Phone & sms reveal	13

Inspection actions

📅 Added to plan	9
📅 Registered for inspection	8

Transactional

📅 Auction date added to plan	0
📄 Downloaded statement of information	12

Media

📷 Photos	36,586
🏠 Floorplan	1,661
📺 3D tour	0
📺 Video	0
📺 Property walkthrough	0

Others

📍 Map expanded	122
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Your audience also viewed

The following are other listings your audience is engaging with.



\$470,000-\$490,000

4/1 Mount Street, Prahran, Vic 3181

1 1 1 Apartment

Page views 3.9k Days on site 400



Under offer

\$460,000 - \$490,000

701/33 Claremont Street, South Yarra, Vic...

2 1 1 Apartment

Page views 2.8k Days on site 38



Deadline Sale | \$400,000 - \$440,000

5/19 Yarra Street, South Yarra, Vic 3141

1 1 1 50m² Apartment

Page views 2.7k Days on site 27



\$410,000 - \$450,000 Private Sale

6/953 Punt Road, South Yarra, Vic 3141

1 1 1 42m² Apartment

Page views 1.5k Days on site 50

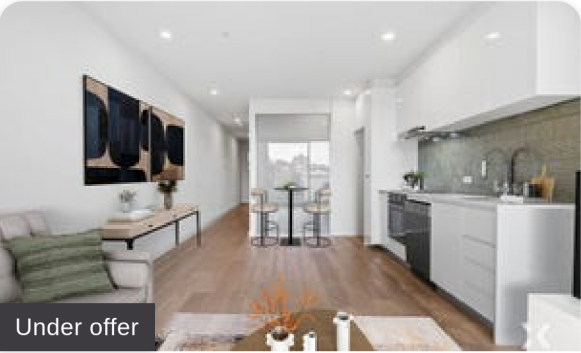


\$420,000 - \$460,000

8/8 Motherwell Street, South Yarra, Vic 31...

1 1 1 Apartment

Page views 1.2k Days on site 20



Under offer

\$460,000-\$480,000

501/47 Claremont Street, South Yarra, Vic...

2 1 1 70m² Apartment

Page views 4.9k Days on site 84



Under offer

Under Offer

202/50 Claremont Street, South Yarra, Vic...

2 1 1 Apartment

Page views 2.5k Days on site 42



Private Sale Offers within \$470,000 ...

904/45 Claremont Street, South Yarra, Vic...

2 1 1 Apartment

Page views 2.1k Days on site 30

Last updated: 11/11/2025

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Campaign Reports are based on information gathered from our site usage and campaign data, and are provided for illustrative purposes only and we do not warrant the accuracy or reliability of this data. Measurement methods may differ to competitor portals and comparisons are not recommended. Data is provided for internal use only and may not be used for promotional purposes.

Market Comparison is based on the median for total listing views for similar listings in the same suburb. [How does it work?](#)

About additional purchases reports

Audience Maximiser & eBrochure is subject to the terms on your order form and the use of this Campaign Data is subject to terms and conditions at [about.realestate.com.au/terms](#).

† Unique users refer to both display and social media websites.

Additional listing views percentage are calculated based on the page views attributed from the product.