



## More Eyes on the Listing – Hemnet Launches New Campaign on the Importance of Reach

**Hemnet is now launching its new nationwide brand campaign, "More Eyes on Your Listing." The campaign highlights Hemnet's primary strength—reach—and how 40 million monthly visits create the best possible conditions for a successful real estate transaction.**

Selling a home is often the biggest financial transaction of a lifetime, and the goal for most sellers is simple: to reach as many relevant buyers as possible. Hemnet's new campaign concretizes the value of being visible on Sweden's most visited property marketplace by showing how high visibility increases the chances of a great final result.

The campaign's message is clear: more eyes on the listing increase the likelihood of more visitors at the viewing, which in turn increases the chances of more bidders and, ultimately, a higher final price.

"With this campaign, we want to make our reach understandable and relevant to everyone considering selling. By highlighting the 40 million visits we receive every month, we are reminding people that Hemnet is the obvious place to maximize the chances of a truly successful home sale," says **Mattias Bogren**, Marketing Director at Hemnet.

### **Strategic Focus on Metropolitan Regions**

The campaign will be highly visible from week 12 to 18. A significant portion of the media investment is targeted toward Stockholm, Gothenburg, and Malmö to meet market demands in these high-growth regions.

Through a broad media mix including video, out-of-home (OOH) advertising, social media, digital advertising, as well as audio and podcasts, Hemnet ensures maximum reach and presence where sellers and buyers are active.

"For a seller, it's about not missing any opportunities. Choosing the marketplace with the largest audience is the most effective way to increase the probability of competition for your home, thereby improving the chances of the best possible final price," **Mattias Bogren** continues.

### **About the Campaign**

- **Theme:** More Eyes on Your Listing / Sweden's most visited property marketplace.
- **Period:** Weeks 12–18.
- **Channels:** Video, outdoor advertising, social media, digital advertising, audio, and podcasts.
- **Goal:** Increase supply and strengthen brand preference and awareness of Hemnet's reach.
- **Agencies:** Nord DDB (Creative), Hearts & Science (Media).



# Hemnet

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**Om Hemnet**

Hemnet driver Sveriges ledande bostadsplattform. Bolaget grundades som ett branschinitiativ 1998 och har sedan dess utvecklats till en värdeskapande marknadsplats för bostadsmarknaden. Genom att erbjuda en unik kombination av produkter, insikter och inspiration har Hemnet byggt varaktiga relationer med köpare, säljare och fastighetsmäklare i över 25 år. Hemnet delar tillsammans med sina målgrupper en gemensam passion för hemmet och drivs av att vara en oberoende och självklar plats för människor att vända sig till vid de olika bostadsbehov som uppstår genom livet. Detta reflekteras i bolagets vision att vara nyckeln till din bostadsresa, där Hemnet med sina produkter och tjänster vill öka effektiviteten, transparensen och rörligheten på bostadsmarknaden. Hemnet är noterat på Nasdaq Stockholm ("HEM").

**Följ oss:** [hemnetgroup.se](https://hemnetgroup.se) / [Facebook](#) / [LinkedIn](#) / [Instagram](#)

**Image Attachments**

[Hemnet Kampanj](#)

[Hemnet Kampanj 2](#)

[Mattias Bogren Marketing Director Hemnet](#)