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## **Leading property portal aims to widen market**

**THAILAND'S leading property website, DDproperty.com, has launched a new campaign with a Bt10-million advertising budget aimed at gaining up to 80 per cent of the property portal market share in Thailand within the next five years.**

As part of Asia's leading property media company, PropertyGuru Group, that was founded in Singapore, DDproperty.com's new campaign, titled "A smarter way to search property", aims for market dominance with a host of features for its users.

Napong Panthong, head of marketing for DDproperty.com, said the campaign was named "A smarter way to search property" simply to emphasise the website's position as the leading property portal in Thailand.

He noted that at present DDproperty.com's market share stands at 60 per cent, with more than 2.9 million users per month averaging approximately six minutes per site visit.

"If we were to compare ourselves to our competitors in Thailand, we are still by far ahead of the game. As we constantly want to secure top position, we must always create newer and more effective marketing strategies to ensure DDproperty.com is even more distinctive," he added.

In order to implement such strategies, Napong revealed that starting this month, there will be three major additions to the DDproperty.com website.

Users will be able to access Smart Tool, a newer and more advanced feature for property searching in Thailand that follows four simple steps; n Locating property;

vCalculating installment payments based on applicable interest rates;  
vShow sales trends for the selected property. With this you will be able to see actual offers made during the past three months, one year and two years;

vDisplay the most suitable property based on a built-in point-scoring system.

The second addition to DDproperty.com involves key content that will be made more complete not only in the 'Review' section but also 'New Home Section'.

The third addition will make DDproperty.com more user-friendly.

