JORDAN BAIN RESEARCH · R-03 · BENCHMARKS

# The Digital Farming Benchmark

Benchmark ranges for digital core areas: reach, frequency, cost per thousand homes and appraisal enquiry rates across metro and regional territories.

Published February 2026 · 26 pages · Benchmark study · Basis: campaign data across metro and regional core areas of roughly 1,500 homes.

## Executive summary

A digital core area does the job a letterbox drop used to do — repetition and recognition inside a defined territory — with better precision and without the print bill.

Across the campaigns studied, the separation between the top and bottom quartile is not budget. It is frequency held steady over time. Quartile spread is wide enough that averages mislead, so every figure in this benchmark is published as a range.

## Key findings

— Frequency, not spend, separates the top and bottom quartile of core-area performance.

— Creative fatigue sets in reliably in the third week; rotation matters more than production value.

— Cost per appraisal enquiry is reported as a range by market type, not an average.

— Narrow territories outperform broad ones: a strong presence across 800 homes beats a forgettable presence across 3,000.

— Warm audiences built from prior engagement convert materially cheaper than cold reach in the same territory.

## How to use these ranges

Locate yourself in the quartile, then change one variable at a time. Most underperformance traced in this dataset came from broadening the territory rather than increasing the budget.

## What this report cannot answer

It does not measure offline attribution, and it does not control for existing local market share. Agents with prior sales history in a territory start from a higher recognition baseline than the ranges assume.