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## **THE ALBANY TIMES UNION GOES LIVE ON NEW ENCLOSURE.IO REAL ESTATE PLATFORM**

*Albany's real estate traffic has dramatically increased 25 fold since launch. The Enclosure.io solution implementation process is quick and well supported with account management, comprehensive training, and documentation.*

**January 21, 2019, Albany, NY**– Enclosure.io is pleased to announce that Hearst Newspaper's Times Union in Albany, NY, has gone live on the new Enclosure.io platform as its online Real Estate solution in the upstate New York area. The project was completed in less than three weeks and has organically grown traffic by 25 times in the first weeks since post-launch.

Jeff Kiley, Automotive/Real Estate Sales Manager, Times Union, said "Our launch experience with the Enclosure Real Estate platform has been fast, proactive, and highly supported. The training has been comprehensive and we are thrilled with the account management and ongoing communications. In addition to listings for sale and rentals, Enclosure's new homes subvertical is the best solution for our vibrant real estate market, and we're now seeing more traffic each day than we saw over an entire month from our previous solution."

Steve Lavine, Chief Executive Officer of Enclosure.io added, "The Albany Times Union team has been a delight to work with, and are fast adopters of innovative solutions. We've been impressed with their singular focus on customer success, and are excited to partner with them."

The new Times Union Real Estate site is based on the latest release of Enclosure V3.2 which includes searching by school districts, new personalization tools for saving searches and favorite listings with private notes, Youtube video support to enhance listings, and more opportunities for revenue-generating sponsored listings.

The Enclosure solution – which is cloud-based and responsive – is built on the patented, award-winning Transparenssee Discovery Search Engine that uses geography, relevancy, and user-based customization to provide a stunningly fast and robust experience resulting in increased time-on-site and exponential audience growth.

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**About the Times Union:**

The Times Union is the leading newspaper in New York's Capital Region, and timesunion.com is Upstate New York's most innovative news website. The newspaper is widely respected for its focus on local news and watchdog reporting, particularly on state government and politics. It has won numerous state and national awards for its work in print and online and has repeatedly been named New York's "Newspaper of Distinction" by the state editors association. The Times Union also publishes several niche magazines and hosts major regional events, including the Times Union Home Expo at the Times Union Center, which is the area's premier arena.

**About Enclosure.io:**

Enclosure.io is a Real Estate solution that provides lightning fast, visual-mapping and data-rich search, and a mobile responsive experience that consumers love while delivering to publishers — and the agents, brokers, property managers and builders they serve — increases in traffic, engagement, and tools to support custom business models and content integration. Enclosure is now used by a growing group of progressive publishers across the nation and continues to evolve and expand based on real-time data analytics, feedback, and partnerships.

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