

Value-based pricing

Create your profile for free – only pay per minute of actual engagement data delivered

How much you spend is tied directly to the time your clients interact with content – and how much intelligence you choose to generate

\$1 / minute

Asset-level insights

*Asset level engagement
and performance analysis*

\$5 / minute

Contact-level insights

*Asset-level insights +
individual engagement tracking
and intent signals*

Asset-Level Insights

Optimal for marketing materials like newsletters, white papers, and public-facing promotional pieces

Doorway learns from audience behavior across your entire account to understand what specifically is driving engagement & how to alter and optimize your materials



2025 Market Outlook: Real Estate

PDF

2025 Market Outlook: Real Estate



'2025 Market Outlook: Real Estate' has been shared with 621 contacts. Below is how this asset is performing overall.

AI Insight

'2025 Market Outlook: Real Estate' was read by 305 individuals. The majority of readers are California-based and specifically interested in rent projections in the El Segundo submarket. The most-read section was 'Political Implications' and the least-read section was 'Our Portfolio Strategy.'

[Learn more →](#)

[Discover contact-level insights →](#)



Asset-Level: Targeted Insights

What would you like to learn?

What section of our latest White Paper are readers spending the most time on? 

Why is the Q3 factsheet outperforming the Q2 factsheet? 

What piece of marketing content performed the best this month? 

Where in the annual investor letter do readers stop scrolling? 

How can I increase engagement on our weekly newsletter? 

Contact-Level Insights

Optimal for more pertinent, sensitive materials like fundraising decks and portfolio updates

Doorway analyzes individual behavior across your accounts to understand what clients are engaging with and how, allowing for data-driven interactions

Invesco · j.lawson@invesco.com

James Lawson

High Intent · AI Insight

James is interested in BX X and has reviewed the document 3 times. Within the document he searched for case studies, spending a majority of his time on the 'Jupiter Industrial Portfolio'.

Engagement Shared assets Edit

 PDF
Blackstone Real Estate Partners X Quarterly Report
⌚ Engaged ↗ High intent

 PDF
Blackstone Announces \$8 billion Final Close for Latest Real Estate Debt Strategies Fund
⌚ Engaged

 PDF
Investing in AI
⌚ Engaged

Contact-Level: Targeted Insights

What would you like to learn?

Of our top 50 LPs, which ones have interacted most with our materials in the past 6 months? 

Has anyone at Fidelity looked at our updated fund model since Tuesday? 

Which contacts viewed our fundraising deck more than once? 

What's the geographical breakdown of everyone who interacted with our January newsletter? 

Which contacts are interacting the least with our platform? 

Show me the Building Dimensions

Stevens · AI Insight

The 'Building Dimensions' are 622' x 230'. I've highlighted this information in the document for you. Do you want me to show you the dimensions of a specific space?

Yes

No, all good

17% net returns over 30 years on \$70+ billion of invested capital

Fund	Investment Period	Invested Capital	% Realized	Net IRR
Pre-BREP	'91 - '93	\$140,714	100%	33%
BREP I	'94 - '96	467,168	100%	40%
BREP II	'96 - '99	1,218,877	100%	19%
BREP III	'99 - '03	1,415,422	100%	21%
BREP IV	'03 - '05	2,737,220	99%	12%
BREP V	'05 - '07	5,770,619	100%	11%
BREP VI	'07 - '11	10,958,509	99%	13%
BREP VII	'11 - '15	15,532,226	87%	15%
BREP VIII	'15 - '19	17,425,390	57%	19%
BREP IX	'19 - Present	14,593,557	Currently Investing	47%



Georgina Matthews has shared "OM - Amazon LAX" with you

[View Document](#)

Insights

From 05/05/2025 To 12/05/2025

Assets shared with Invesco

Monday 5th May to Monday 12th May

Impressions Interactions Intent



How are people interacting w...

[Edit contact](#)

Invesco · j.lawson@invesco.com

James Lawson

High Intent · AI Insight

James is interested in the OM - Amazon LAX, and spent the majority of his time looking at the demographics of the surrounding communities. During his review of the OM, he opened the Los Angeles Industrial Figures Q1 Report 3 times.

Engagement Shared assets



PDF
OM - Amazon LAX

② Engaged ▲ High intent

Page-level engagement



PDF
CBRE Announces \$38 Million Sale of 184,778 SQFT

② Engaged

Newsroom



PDF
Real Estate Appraisal report
Summarise



URL
CBRE Announces \$38 Million Sale
Summarise



URL
Intelligent Investments - LA Market Overview
Summarise

Doorway

Thank you

Insights

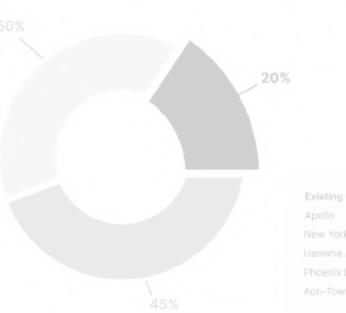
From 05/05/2025 To 12/05/2025

X

Filter ▾

Viewers of data center pieces

Viewership: Non-existing BK Investors Existing BK Investors Existing BK Real Estate Investors



Intelligent Interactions

391

Highest Intent
Overall Intent

Existing BK Real Estate Investors	Count
Apollo	21
New York Police & Fire	17
Hanwha Asset Management	15
Phoenix Life Insurance	5
Auto-Townsend	2
Nathaniel Reed - Apollo	
Clara Simmons - Apollo	
Victor Drant - Apollo	
Isabella Hayes - Apollo	
Oliver King - New York Police & Fire	
Chloe Zhang - Invesco	

Exchange



URL
OM - Amazon LAX
Summarise

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60% of traffic for "Blackstone Real Estate Partners X" comes from viewers reviewing "The Case for Data Centers," likely because the Fund is mentioned within the article. Viewers spend most of their time

Stevens · AI Insight

60% of traffic for "Blackstone Real Estate Partners X" comes from viewers reviewing "The Case for Data Centers," likely because the Fund is mentioned within the article. Viewers spend most of their time

Who are our most likely prospects for a data center fund?

