

Case Study: New Home Sales

Client: New Home Sales (confidential client)

adPioneers was contracted to provide strategy, web development and marketing for a developer of up-market and custom new homes in the Greater Toronto Area. We devised and ran a 6-month marketing plan, to compliment the lead generating portal we developed.



adPioneers' strategy to cost-effectively deliver web leads:

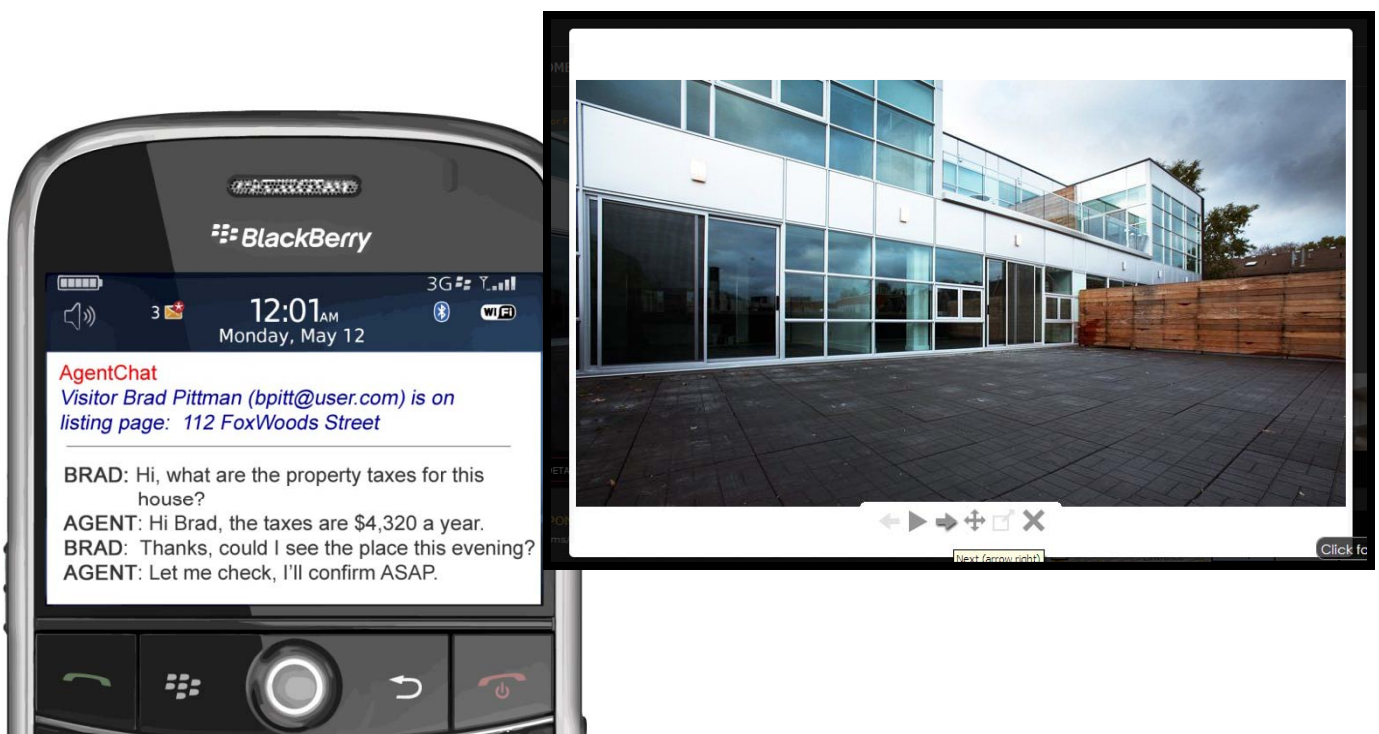
- i) Crisp home showcase portal + content management system to add future developments
- ii) Email marketing campaign to appeal to the target segment
- iii) Targeted banner ads on regional websites
- iv) Keyword traffic for searchers looking for homes in the specified city
- v) Conversion optimization to turn more website visitors into leads

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adPioneers strategy 1: Optimized Design Showcase

We used a simple, modern interface to design the main website for the Developers homes. Some features on the showcase site:

- an easy to use Content Management System, for a single admin to update floorplans and other project details. The portal was easily scalable for 3 other developments.
- Full-Screen slideshows to highlight renderings and floorplans
- Map based view to pinpoint the development location
- Neighbourhood focus; module to showcase restaurants, schools, nearby parks, golf courses, bars and luxury lifestyle venues.
- 4 conversion methods to capture website leads
- Website chat feature able to be monitored by sales agents even via Blackberry (seen below)
- Membership and email registration incentives to build the homebuyer database
- Video portal to showcase home features
- Comparison section describing the quality of home finishes
- Search optimized content to attract search engine visitors
- Live camera construction site



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adPioneers strategy 2: Email Marketing Campaign

We devised a plan to deliver email messages/'flyers' to targeted high income consumers with details of the new development.

Targeting:

- using permission based subscriber Email lists from three different sources.
- targeted users determined to be in high-income households (over \$150k jointly)
- regional visitors (only advertised to Greater Toronto Area segments)

Emails were filtered to only include areas with postal codes corresponding to GTA households as shown

Deliverability & Tracking:

GetResponse and Google Analytics tracking to monitor the success of various elements of the email:

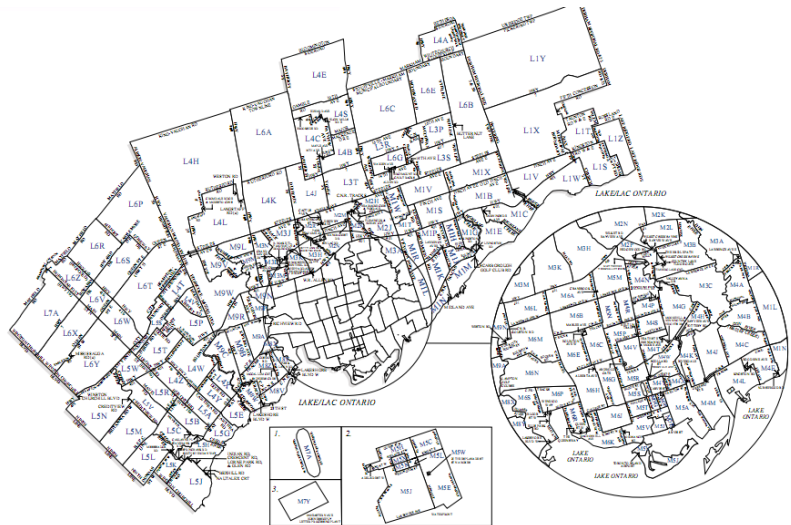
Varying image, headlines, message, copy and offers. In addition, the send-time of the email was also observed.

Tracking measured Open, Click-through and Site Conversion rates of the emails, in tandem with landing page analytics. In addition, each list source was evaluated to determine list quality - whether a worthwhile marketing channel to continue long-term.

Cost and Benefit:

After analysis of the pilot campaign, we scaled up monthly spend using 2 of the 3 original lists.

Over 3 months, the email campaign delivered **403 qualified leads** to the sales pipeline, a similar amount delivered by a full-page newspaper ad – at only 65% the cost.



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adPioneers strategy 3: Media Buying Campaign

Our media buying strategy involved showing themed banners and landing pages to target three different segments of upmarket home buyers in the Greater Toronto Area.

Several versions of landing pages, banners and copywriting were evaluated using split A/B testing to determine the most successful combinations. Traffic was closely monitored to control click fraud.

Delivery & Targeting:

We used a 3 methods ways to diversify the budget and test different channels:

- 1) On a CPM basis for maximum exposure, banners were shown on major verticals to the demographics with over 60% viewers considered upmarket (household income > \$100,000)
- 2) On a Cost Per Click (CPC) basis in order to pay for only people who click on the banners.
- 3) With a CPA method of delivery – only website leads were paid for.

Some websites the banners were shown on:



Cost & Benefit:

- adPioneers secured a 20% discount for the pilot campaign and further discounts with volume
- Wide range of ad viewers (across over 140 different websites); brand exposure for the developer and the development project
- Over 3 months, the media-buying campaign delivered 354 qualified leads to the sales pipeline

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adPioneers strategy 4: Keyword Traffic

We set up pay-per-click (PPC) campaigns with Google AdWords to target searchers of NEW homes in the development city and those researching community aspects of living in the city.

- adPioneers' PPC campaign specialists initialized the campaign over 3 weeks, setting up to buy over 160 long-tail keywords, to implement a range of traffic strategies.
- Each ad (headline, body and URL) and search optimized landing page was monitored
- Dayparting was used to optimize buying keywords at specific times of the day, when a click was more likely to turn into a lead.
- The average time on site was also monitored to test the visitors interaction on the custom landing pages.
- Traffic was monitored to ensure only regional traffic was paid for, minimizing click fraud

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: October	Global Monthly Search Volume	Search Volume Trends (Nov 2008 - Oct 2009)	Highest Volume Occurred In
Keywords related to term(s) entered - sort by relevance							
homes	1 - 3	\$1.41	<div style="width: 50%;"></div>	1,900	18,100		Jul
homes for	1 - 3	\$0.08	<div style="width: 0%;"></div>	Not enough data	6,600	No data	No data
homes for sale	1 - 3	\$1.46	<div style="width: 50%;"></div>	590	6,600		Jul
homes in	1 - 3	\$1.26	<div style="width: 50%;"></div>	720	5,400		Jul
new homes	1 - 3	\$1.51	<div style="width: 50%;"></div>	260	2,400		Jul
homes for sale in	1 - 3	\$1.37	<div style="width: 50%;"></div>	320	1,600		Jul
new home	1 - 3	\$1.44	<div style="width: 50%;"></div>	260	1,000		Jul
new homes in	1 - 3	\$1.50	<div style="width: 50%;"></div>	73	1,000		Aug

Cost & Benefit:

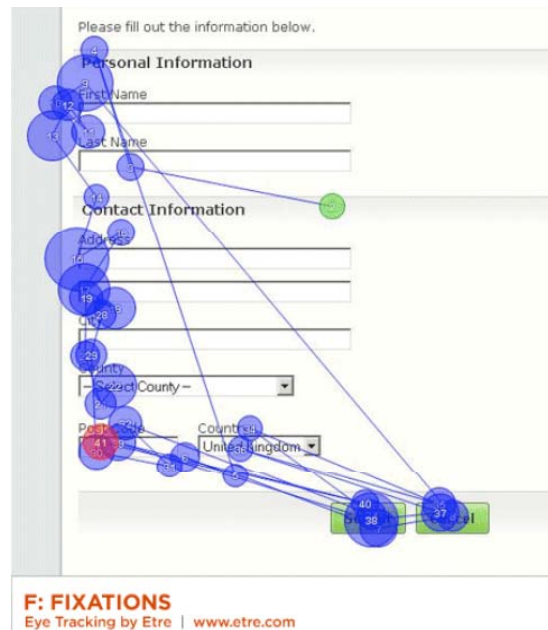
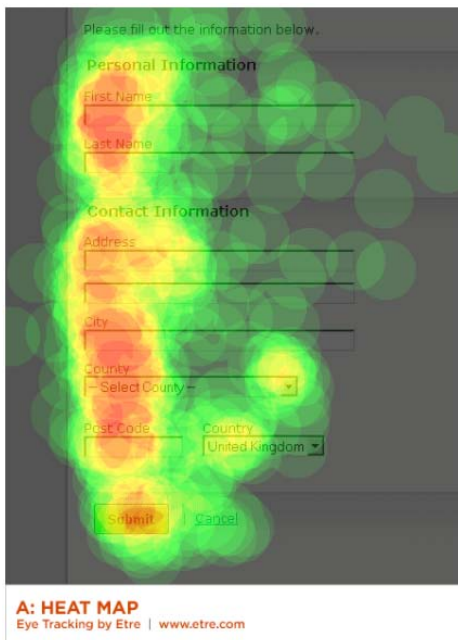
In phase 1 of the Keyword campaign (first 3 months) the campaign had exposure with an estimated 28% of search-engine based home searchers in the development's city, delivering **698 qualified leads** via the web.

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adPioneers strategy 5: Conversion Optimization

Implementing findings from studies on Complete and Abandon rates for contact forms, we designed and optimized the Web registration forms to be high converting. Some principles we used:

1. Top Placement
2. Multiple entry points
3. Form minification
4. Inline Validation
5. Completion inducers: Privacy Policy, Phone Number, Image, Testimonials
6. Best Practices: Grouping, Field Length, Label Alignment, Optional/Required



Benefit:

Our form optimization resulted in a sizable increase in conversions of web visitors. Over 3 months, our re-tweaking resulted in a 4.8% improvement in form completion (48 more leads per 1000 visitors.)