

# CASE STUDY

Success of introduction of [noweinwestycje.pl](https://noweinwestycje.pl) site and performance based revenue model on Polish new home market

ICMA meeting on 30.03.23

**JAROSŁAW ŚWIĘCICKI**  
Co-founder / CEO



**morizon.pl**

**gratka**

Grupa Morizon-Gratka

# MZN Property

## Grupa Morizon – Gratka

### who are we?

#### MZN Property

Grupa Morizon-Gratka

Lendi.pl

LendiCare.pl

- Horizontal classified site **gratka.pl**
- Vertical RE site **morizon.pl**
- Specialist new homes site **noweinwestycje.pl**
- Mortgage broker
- Insurance broker

Ringier Axel Springer Media

Part of Grupa Ringier Axel Springer Media AG – leading media group in Poland

# SIZE OF THE PRIMARY MARKET IN POLAND IN 2021

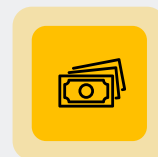


**244 672**

Number of apartaments sold

**41% | 101 219**

Incl. on the primary market



**85 387 597zł**

Value in thousand PLN

**47% | 40 178 679zł**

Incl. on the primary market

# MORIZON-GRATKA GROUP ON THE RE PRIMARY MARKET IN 2021

Offering subscription model mostly,  
performance model existing but not promoted,  
used by few customers on their request

01

Lack of good quality vertical portal for primary  
market - [noweinwestycje.pl](http://noweinwestycje.pl) with old fashion  
layout, not updated

02

Our main competitor – Otodom (Naspers)  
acquired obido – challenger, innovative  
vertical portal on primary market.  
[Rynekpierwotny.pl](http://Rynekpierwotny.pl) – strong niche leader

03

# MORIZON-GRATKA GROUP ON THE RE PRIMARY MARKET IN 2021

## DEVELOPERS UNITS (apartments / houses)

25- 45%  
content share comparing to competitors:  
rynekpierwotny.pl and otodom.pl/obido.pl



### U-CITY RESIDENCE

Warszawa, Ursus

Zapytaj o cenę

33 - 91 m<sup>2</sup> • 1 do 4 pok.

[Zadzwoń](#)



### Osiedle Bokserska 71

Warszawa, Ursynów

Zapytaj o cenę

[Zadzwoń](#)



### Osiedle Latte

Warszawa, Bielany



### Bliżej Natury

Warszawa, Białołęka

# KEY DECISIONS

## TO HAVE DEDICATED SITE OR NOT?

### DEDICATED SITE (VS NEW HOME SECTION)

#### PROS

**Better UX** for people searching for new homes/  
developer properties

**Better B2B marketing** - developers do not want to  
mix with agency or FSBO content

#### CONS

**Resources**, resources, resources

**New brand introduction** – costs, marketing  
effort dilution

**Time to market**

### DECISION

Dedicated site **noweinwestycje.pl** –  
but outsourced to **homsters.com**

- 1 **Fast time to market** (6-8months)
- 2 **Additional resources** - less strain on internal  
development
- 3 Additional **external expertise** how to manage  
performance and later transactional revenue streams
- 4 **Success related payments**

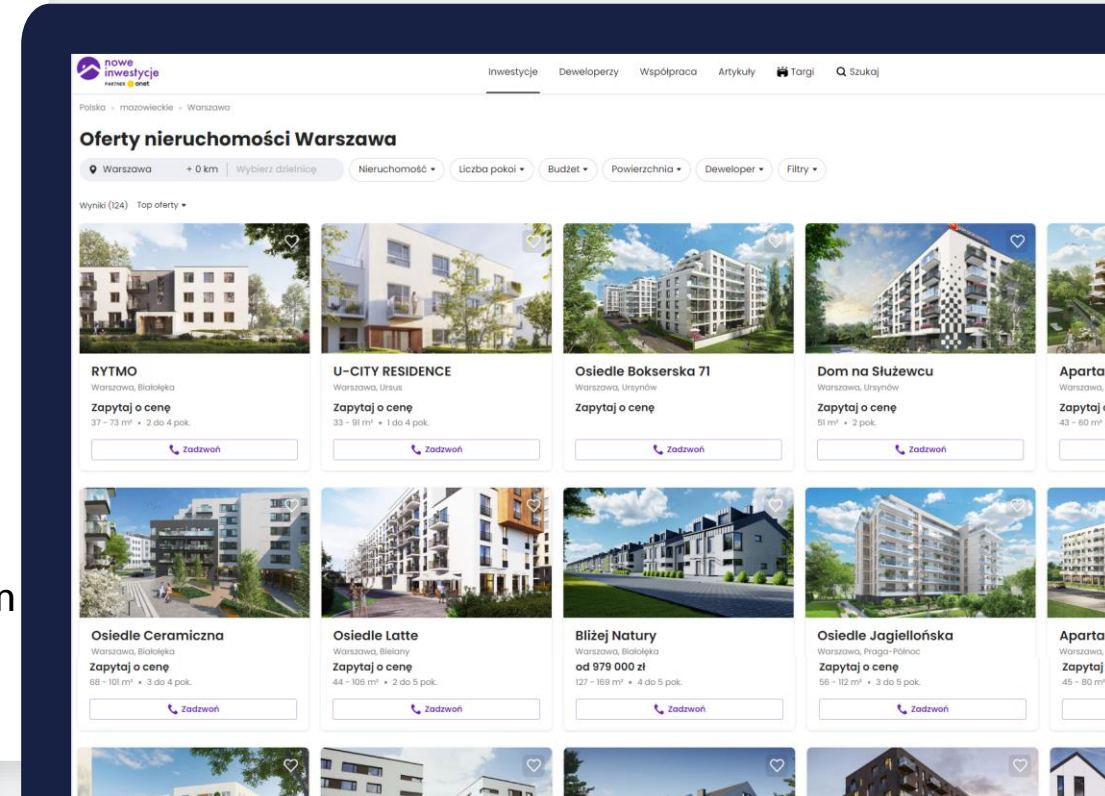
# STRATEGIC DECISION HAS BEEN MADE BASED ON 3 PILLARS



Build a specialized,  
well-motivated and  
engaged team



Relaunch a vertical  
portal with innovative  
solutions, incl.  
recommendation system

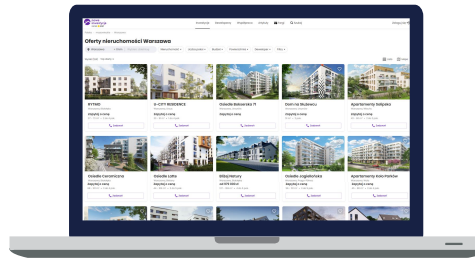


# STRATEGIC DECISION

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**BLUE LEADER**

Strong focus on a new  
performance based CPL  
model



# KEY CONCERNS

TO BE ADDRESSED IN THE EFFICIENCY MODEL



## COST / BUDGET

- Deep analysis of each project potential
- Lead delivering monthly limit
- Adjusting lead price per project
- Monitoring lead cost



## QUALITY - CALORIC LEADS

- Matching the creation/content of advertisements with project
- Call Tracking
- Advanced deduplication process
- Warming leads by the Call Center



## VOLUME

- Performance marketing on a per project basis
- Wide reach through RASP media, own portals morizon, gratka and vertical noweinwestycje.pl
- Additional offsite lead harvesting if necessary

# FAVORABLE MARKET SITUATION IN 2022

INCREASED INTEREST IN LEAD GENERATION.  
LEAD PRICE LARGELY DEFINED BY COMPETITION



- INTEREST RATE HIKE
- GALLOPING INFLATION
- DECREASE IN THE NUMBER OF **MORTGAGE LOANS BY 70%**
- DECREASE IN THE NUMBER OF **APARTMENTS SOLD BY 40%**



- DEVELOPERS RACING TO TRY TO SELL HIGH LEVELS OF UNSOLD INVENTORY
- INCREASED INTEREST IN LEAD GENERATION BY DEVELOPERS

# HOW WE APPROACHED?

## LEARNING BY DOING AND CONTINUOUS IMPROVEMENTS



### OKR setup for 2022

- New technology for [noweinwestycje.pl](https://noweinwestycje.pl)
- CPL sales offer
- Lead Management optimization
- Market share increase in 4 big cities



### Pilot phase

- Offering and testing new CPL model
- Collecting first experiences
- First contracts signed



### Business scaling

- Sales operations changes
- Developing new lead generation processes
- Big clients approach in 4 cities



### Re-launch [noweinwestycje.pl](https://noweinwestycje.pl)

- Recommendation system
- Advanced filters



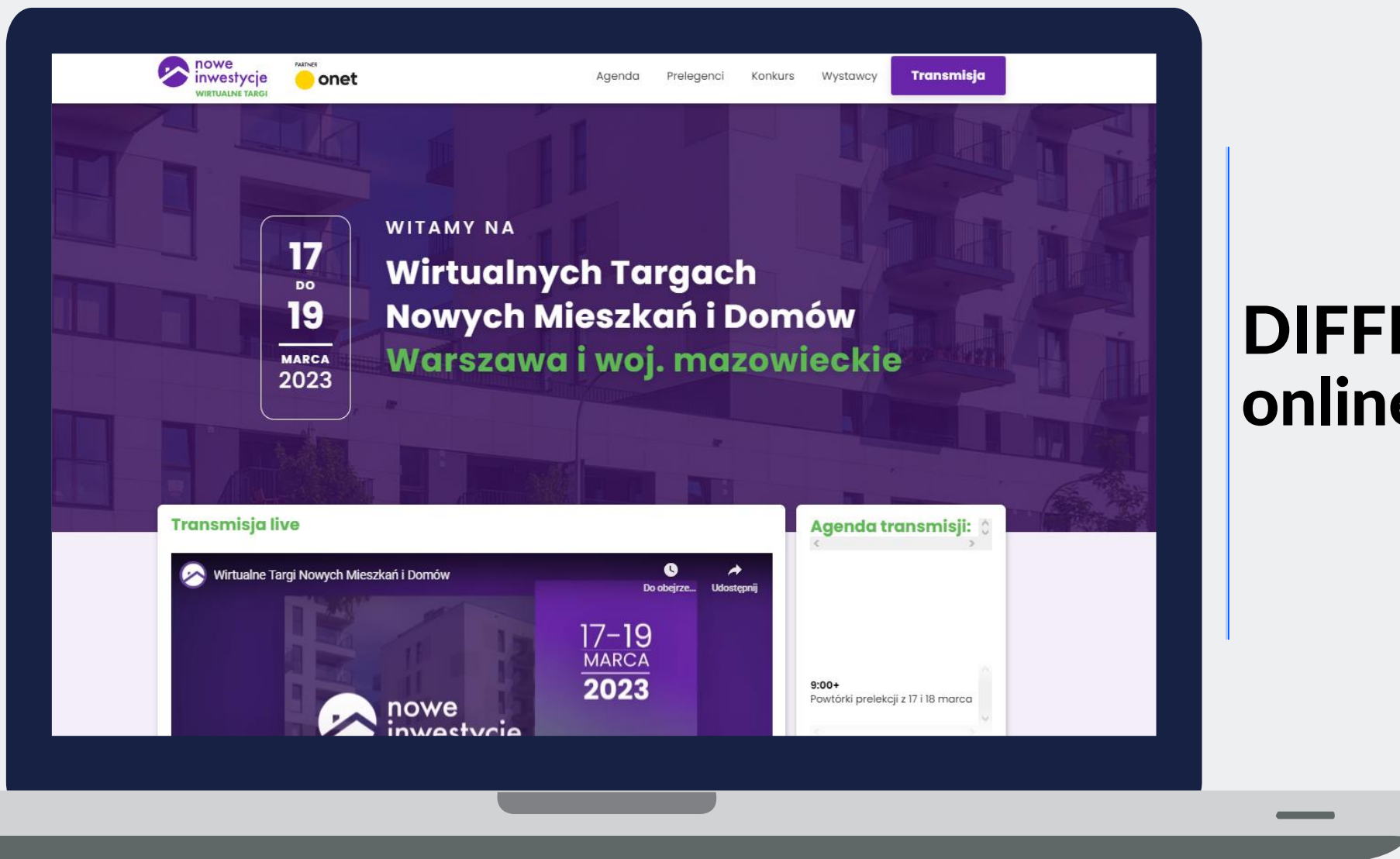
### Lead Management optimization process

- System changes
- Call Center - important link in the process



### Marketing Campaigns

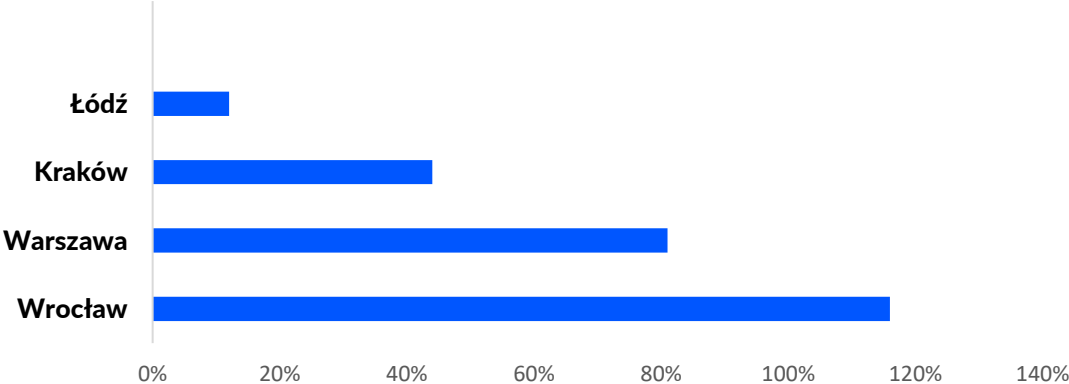
- [noweinwestycje.pl](https://noweinwestycje.pl) – B2B branding campaigns
- New approach to marketing performance – on a per project basis



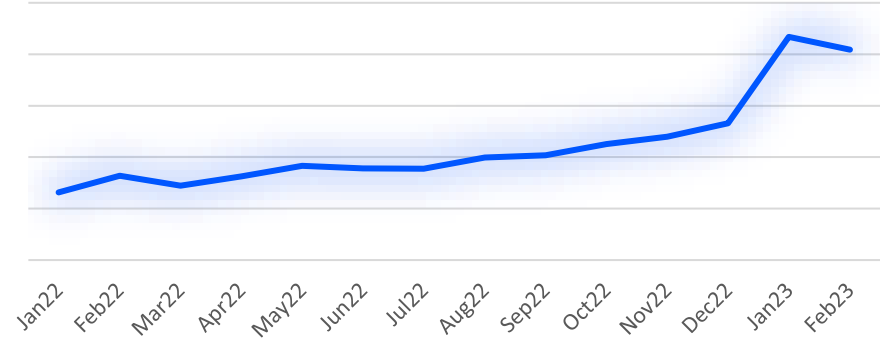
**DIFFERENTIATION  
online property fair**

# RESULTS - INCREASE IN LEAD GENERATION, INVESTMENTS AND REVENUE

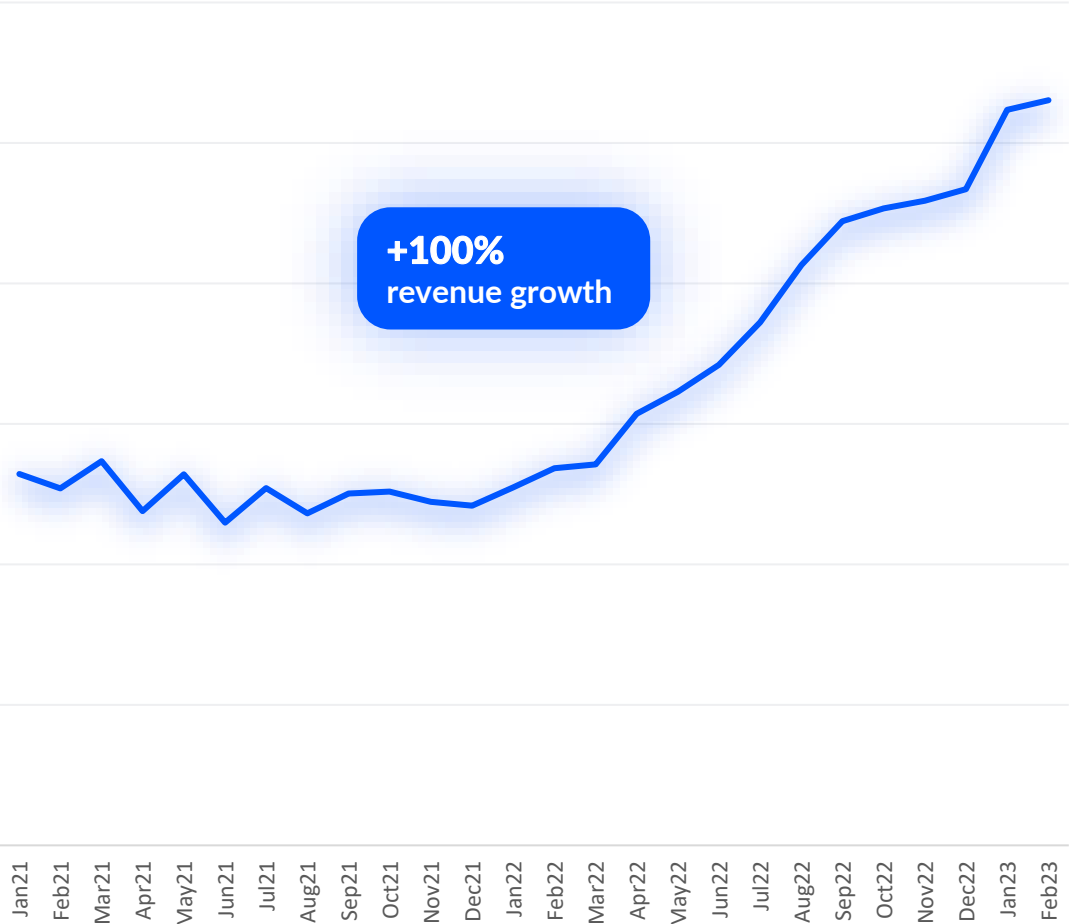
Increase of Developers units  
(apartments / houses)



# of Total Leads  
Jan22-Feb23



Revenue  
Jan21-Feb23



**WHAT  
NEXT?**

