

# CASE STUDY

**Success of introduction of noweinwestycje.pl  
site and performance based revenue model  
on Polish new home market**

ICMA meeting on 30.03.23

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Co-founder / CEO



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 apartments sold

**41% | 101 219**

Incl. on the primary market



**85 387 597 zł**

Value in thousand PLN

**47% | 40 178 679 zł**

Incl. on the primary market

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

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

01

Lack of good quality vertical portal for primary  
market - 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 – strong niche leader

03

4

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

## DEVELOPERS UNITS (apartments / houses)

25- 45%  
content share comparing to competitors:  
[rynekpierwotny.pl](http://rynekpierwotny.pl) and [otodom.pl/obido.pl](http://otodom.pl/obido.pl)

The image displays four real estate listings arranged in a 2x2 grid, each featuring a small thumbnail image, the project name, location, contact information, and a 'Zadzwoń' (Call) button. The projects are:

- U-CITY RESIDENCE**  
Warszawa, Ursus  
Zapytaj o cenę  
33 – 91 m<sup>2</sup> • 1 do 4 pok.  
[Zadzwoń](#)
- Osiedle Bokserka 71**  
Warszawa, Ursynów  
Zapytaj o cenę  
[Zadzwoń](#)
- Osiedle Latte**  
Warszawa, Bielany  
[Zadzwoń](#)
- Bliżej Natury**  
Warszawa, Białołęka  
[Zadzwoń](#)

# KEY DECISIONS

## TO HAVE DEDICATED SITE OR NOT?

### PROS

#### DEDICATED SITE (VS NEW HOME SECTION)

**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

nowe inwestycje  onet

Inwestycje Deweloperzy Współpraca Artykuły Targi Szukaj

Polska - mazowieckie - Warszawa

Oferty nieruchomości Warszawa

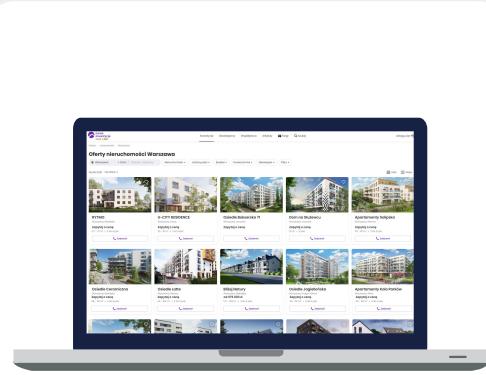
Wyniki (124) Top oferty

Property Name	Location	Details	Action
RYTMO	Warszawa, Białołęka	Zapytaj o cenę	Zadzwoń
U-CITY RESIDENCE	Warszawa, Ursus	Zapytaj o cenę	Zadzwoń
Osiedle Bokserska 71	Warszawa, Ursynów	Zapytaj o cenę	Zadzwoń
Dom na Służewcu	Warszawa, Ursynów	Zapytaj o cenę	Zadzwoń
Osiedle Ceramiczna	Warszawa, Białołęka	Zapytaj o cenę	Zadzwoń
Osiedle Latte	Warszawa, Białołęka	Zapytaj o cenę	Zadzwoń
Blizej Natury	Warszawa, Białołęka	od 979 000 zł	Zadzwoń
Osiedle Jagiellońska	Warszawa, Praga-Północ	Zapytaj o cenę	Zadzwoń
Aparta	Warszawa,	Zapytaj o cenę	Zadzwoń

# STRATEGIC DECISION HAS BEEN MADE BASED ON 3 PILLARS



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Relaunch a vertical  
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solutions, incl.  
recommendation system

**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
- CPL sales offer
- Lead Management optimazation
- Market share increase in 4 big cicties



### 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

- Recomendation system
- Advanced filters



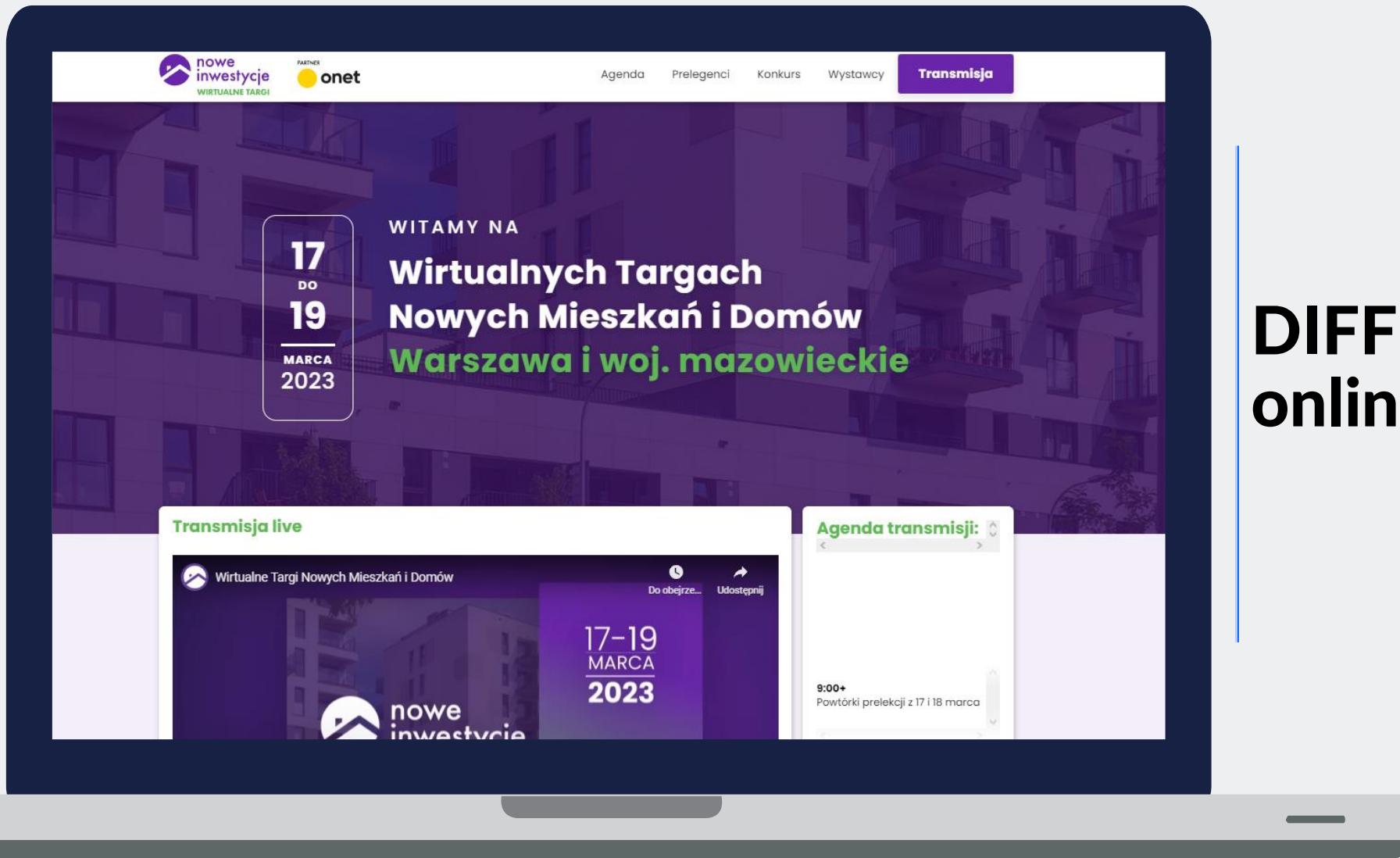
### Lead Management optimization process

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



### Marketing Campaigns

- noweinwestycje.pl – B2B branding campaigns
- New approach to marketing performance – on a per project basis

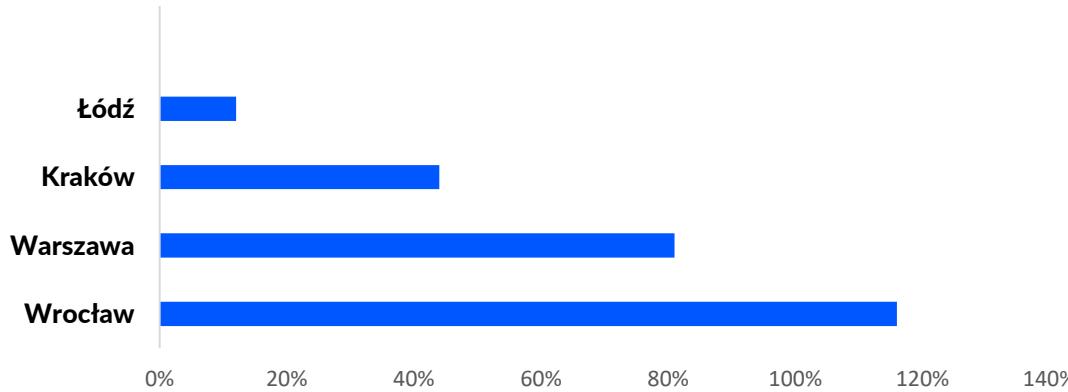


# DIFFERENTIATION

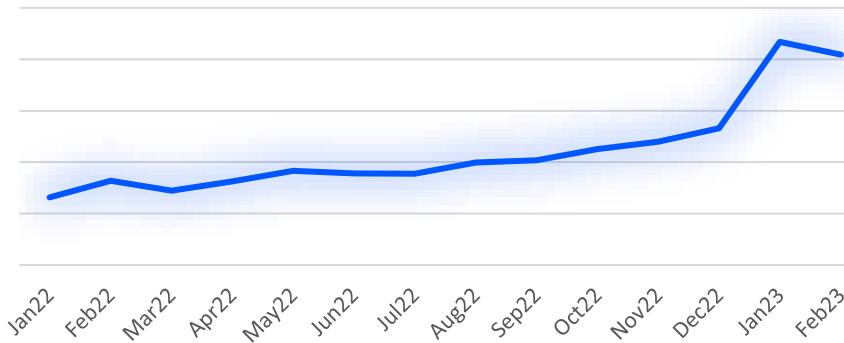
## online property fair

# RESULTS - INCREASE IN LEAD GENERATION, INVESTMENTS AND REVENUE

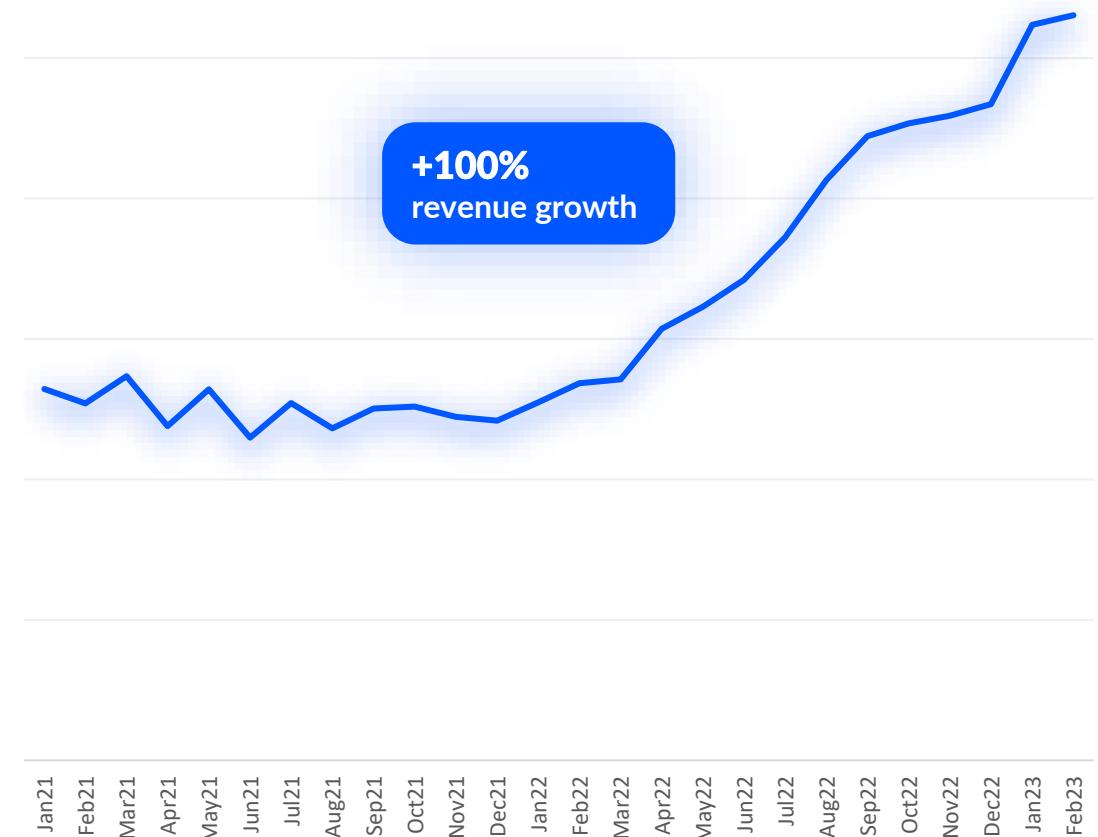
**Increase of Developers units**  
(apartments / houses)



**# of Total Leads**  
Jan22-Feb23



**Revenue**  
Jan21-Feb23



# WHAT NEXT?

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