

ingatlan.com



#1

REAL ESTATE WEBSITE IN HUNGARY



14

&

10

MINUTES / VISIT



3.7 M

VISITS MONTHLY



1.1 M

UNIQUE VISITORS MONTHLY



500 000

REAL ESTATE ADS



1 500

REAL ESTATE AGENCY PARTNERS

Recommendation system (recosys) in our marketing strategy

RATIONALE

PHASES

RESULTS

MONETIZATION

- Business goals: retain users
maintain market position
- Started to develop our own system
- Recosys made sense, but needed too much effort to develop and maintain in-house



Look for an expert company to outsource
recosys

Launch of the reco system: Pre- and retargeting

- **Phase I**
 - Replace brand awareness banners with personally relevant classified ads on 3rd party websites
- **Phase II**
 - Integrate the recommendation system to Google Display Network (GDN)

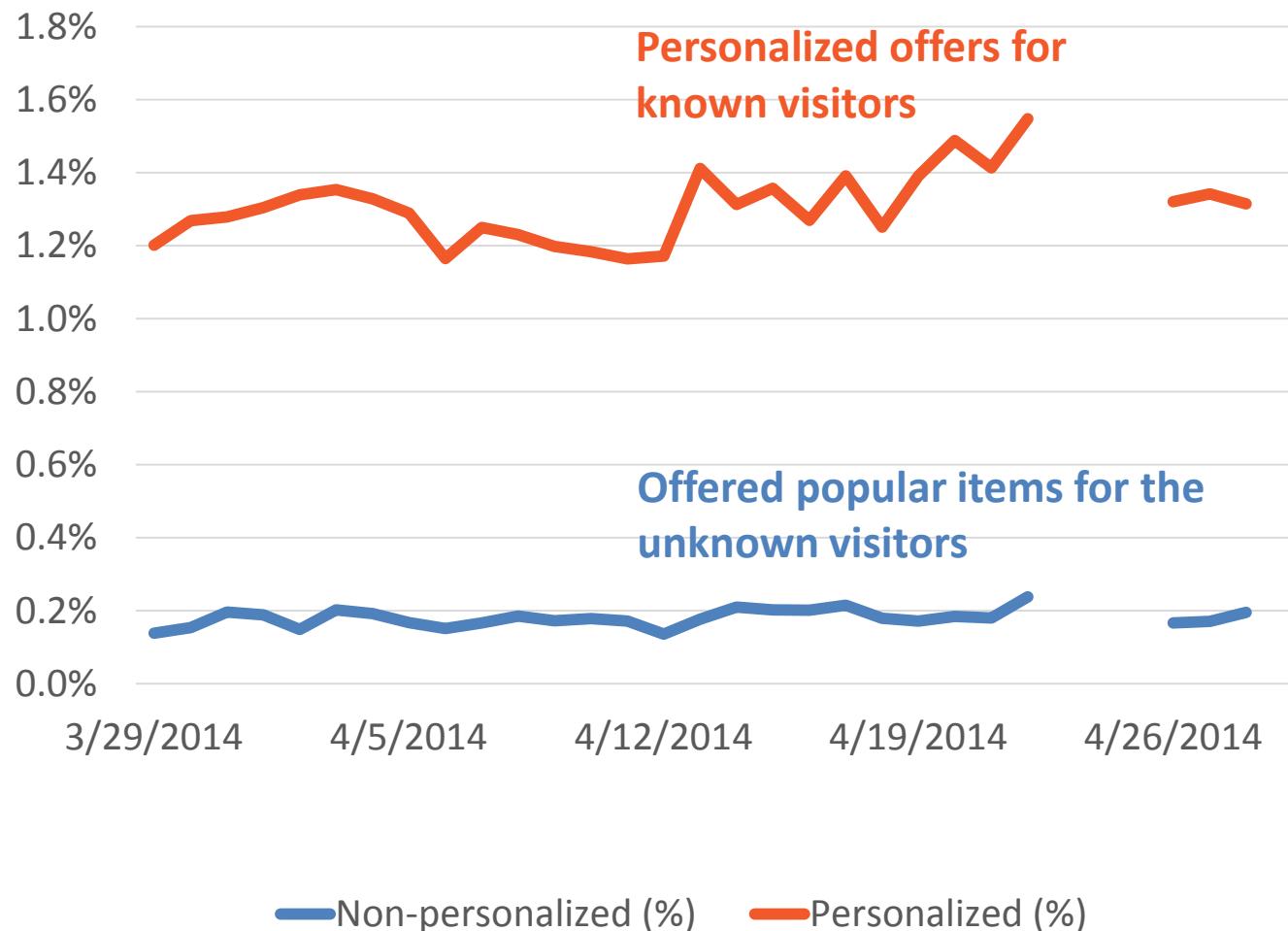
Results of Phase I

- Replace branding banners with recosys ads on 3rd party websites

- CTR up 10 times
- Conversion up 5 times
- More valuable visitors
- Better user experience

CTR% – recommendations for known and unknown visitors

Konf. Előtt update
Volt korábbi adat
branding banner CTR-re? Tényleg igaz, hogy korábban ez 0,05% körül volt?
Ha igen, akkor a personalized CTR növekedés jóval magasabb, mint 10xes



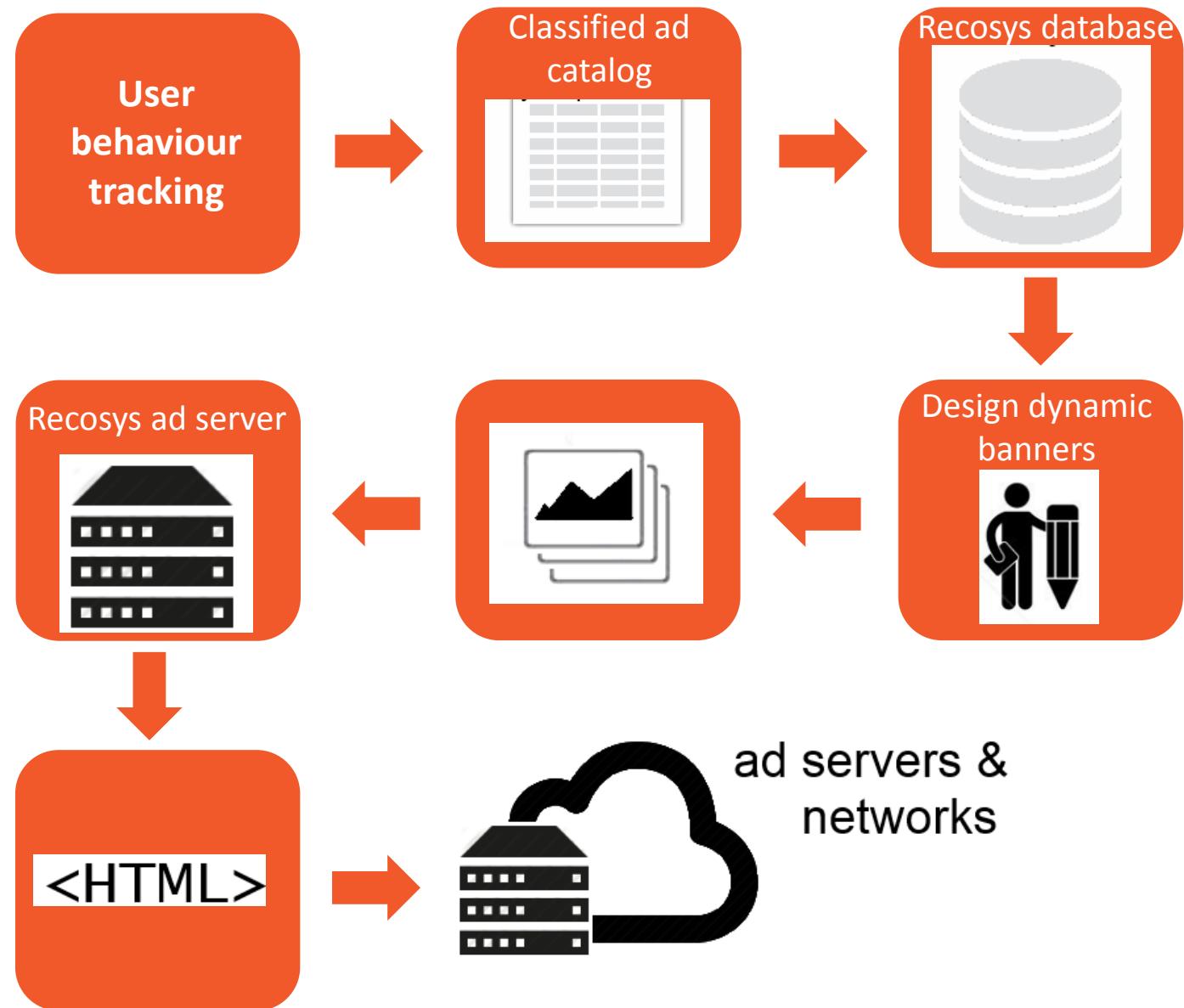
RATIONALE

PHASES

RESULTS

MONETIZATION

Integration of recosys with GDN – Phase II



RATIONALE

PHASES

RESULTS

MONETIZATION

Results at the Google Display Network

- Media buying: much **cheaper, easier, and flexible**

- **3 times higher CTR**
- **4x increase in conversion rate**
- Take the advantage of all GDN feature

RATIONALE

PHASES

RESULTS

MONETIZATION

CTR% – recommendations for known and unknown visitors

Konf. Előtt
update

Personalized offers for
known visitors

Offered popular items for the
unknown visitors



Monetize the results of recosys

RATIONALE

Konkrét monetizálás:
pl. 1 konverzió – 1 EUR

Hányszoros konverziót
lehet összességében
elérni?
Az 50% click vagy
conversion costra
vonatkozik?

- Non-ecommerce website, hard to understand real value of conversions

More effective marketing budget spending

→ **50% decrease in GDN cost per click**

→ ?? Konkrétum?

Next steps

- Continuous finetuning of pre- and retargeting campaigns
- On-site recommendations on typical exit pages
- Email personalization

Thank you for your attention!

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