

Case Study: Homes.com

Industry › Media Directory

Elevating the Results of Lead Generation and Tracking

Leading provider of real estate advertising solutions uses ATG Lead Performance to demonstrate and improve ROI.

THE CHALLENGE:

Enable Better Reporting and Faster Response to Leads

As a leading provider of real estate advertising solutions, Homes.com connects agents, brokers, and buyers around the United States. With a goal of making sure its advertisers receive maximum value for their advertising dollar, the company sought proven lead performance capabilities.

THE SOLUTION:

Industry-Leading Services to Measure and Improve Lead Generation Efforts

The ATG Call Tracking and ATG Click to Call services enable Homes.com to close the loop between its lead generation efforts and results. With call tracking and click to call, the company's advertisers can respond more quickly to phone-based leads, ensure that no lead goes unanswered, and gain enhanced insight into prospective buyers' needs and priorities.

THE RESULT:

Proven ROI and More Advertiser Business

Using ATG Lead Performance, Homes.com delivered 664 percent more phone leads to its advertisers in the first year. By complementing its advanced reporting on web leads with insights provided via the ATG Call Tracking and ATG Click to Call applications, the company is also growing its business.

Striving to Deliver Better Lead Tracking and Reporting

Homes.com successfully drives high-quality traffic to its site via organic search. Due to several site optimization initiatives, Homes.com has greatly increased the number of leads generated for the real estate agents and brokers that advertise on its portal. "Organic search delivers the highest quality traffic, representing more serious buyers who convert to leads for our advertisers," explains Charles Warnock, director of business development for Homes.com.



Homes.com, a division of Dominion Enterprises, offers products that facilitate brand advertising, listing exposure, and lead generation for agents, brokers, and builders. As one of the nation's top online real estate destinations, Homes.com lists over 4 million homes for sale and rent, and receives more than 5.5 million monthly visitors.

"Now our advertisers have a comprehensive view into the entire lead landscape, and we can easily prove the value we're delivering."

— Charles Warnock
Director of Business Development,
Homes.com

However, even with the strength of its web leads, the company needed a way to deliver better tracking and reporting to these advertisers when it came to phone-based leads. Residential real estate is an ultra-competitive business – there are more than 1.2 million licensed real estate professionals in the United States. The agent who responds first to prospect inquiries most often wins the business. Moreover, according to Warnock, the typical residential real estate agent considers a phone lead more valuable than a web lead. After all, if someone picks up the phone to call about a listing, they're more likely than someone who simply clicks a link to be an active home buyer. At the same time, brokers and property owners are interested in call details, such as time of day, length of call, and number of calls that went unanswered. Based on these insights, they can make business process adjustments, such as staffing up for proven busier days of the week or times of day, and measure the return on investment from advertising.

Proving the Value of Phone-Generated Leads

Generating between three to five times more phone leads than email leads, it was imperative that Homes.com empower advertisers to respond instantly to property listing inquiries and better understand call patterns and details. Homes.com also wanted to validate the value of the phone-based leads it was delivering. "We had developed rock-solid reports on the leads we deliver via the web. The next step was to improve insight for ourselves and our advertisers on the leads we were delivering via the phone," says Warnock.

After reviewing a range of solutions, Homes.com chose the ATG Lead Performance solution – specifically the ATG Call Tracking and ATG Click to Call services. A number of other Dominion Enterprises companies – including Boat Trader and Cycle Trader – had already realized success with ATG. For example, some dealers on BoatTrader.com report close rates as high as 80 percent for prospects who use ATG Click to Call.

Empowering Advertisers to Close More Sales

With ATG Call Tracking and Click to Call, advertisers on Homes.com can respond quickly to prospect inquiries and demonstrate high service levels from initial contact. Click to call buttons on Homes.com premium listings enable instant phone connections with prospects. Plus, advertisers receive in-depth reporting, including detailed records of call times, answer status, caller locations, and more.

In addition, with ATG Call Tracking, the ability to provide advertisers with unique phone numbers enables Homes.com to measure the value of listings and targeted local advertisements. "In residential real estate, it's advantageous for an agent to have a local presence, so prospects believe they are calling someone familiar with the local area. While advertisers

"Our preferred advertisers get ten times the response as those who use our free listings. ATG's solutions make it easier to prove the value of our services and retain our advertisers."

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can choose either a toll-free or local number, those who want to answer calls directly and take control of response times opt for the local number," explains Warnock.

Equally important, when calls are missed, agents, brokers, and property owners receive notification via email or a text message sent to their mobile phones. This enables them to keep track of leads and easily follow up. "Even when advertisers miss a call, they're still in a great position because data about the caller is appended to the email. With this information, our advertisers can research the lead before calling the prospective buyer back," explains Warnock.

Boosting Results

In the first year of using the ATG Lead Performance solution, Homes.com delivered 664 percent more phone leads to its advertisers. Now, Homes.com is considering expanding the call tracking service to other agent and broker listing packages. "Our preferred advertisers get ten times the response as those who use our free listings. ATG's solutions make it easier to prove the value of our services and retain our advertisers," says Warnock.

Taking Lead Generation and Tracking to a New Level

"When our advertisers don't have to worry about tracking and responding to leads, they can focus their time on connecting with prospects and delivering client service. With ATG Call Tracking and ATG Click to Call, we achieve our goal of enabling advertisers to capture more phone-generated leads with less effort," says Jason Doyle, Homes.com vice president and general manager.

With ATG, Homes.com has met its goal of bringing phone leads front and center. "Prior to using these services, we could only provide detailed insight into web leads. Now our advertisers have a comprehensive view into the entire lead landscape, and we can easily prove the value we're delivering," concludes Warnock.

Find out how the [ATG Lead Performance](#) solutions can help you lift conversions, grow transaction values, and strengthen customer loyalty.

ATG (Nasdaq: ARTG) provides the most advanced cross-channel commerce software and services to fuel the growth of the world's best brands. Offering the industry's leading commerce solution, ATG enables its clients to drive sales via a personalized customer experience - unifying and optimizing interactions across the Web, contact center, mobile devices, social media, physical stores, and other key channels. ATG powers the most innovative and successful commerce experiences, with results that outperform industry norms.

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