

WebDataGuru makes a mark in the real estate industry too!



Project : *Aggregating real estate agent details of US*

Delivery Model : *Data-as-a-service*

Solution : *Sales Intelligence*

Industry : *Real Estate*

Frequency : *One Time*

About the Client

Our client is an expert in offering email marketing services for commercial as well as residential real estate industry in the US. The client serves as an excellent distribution channel for anyone who wishes to tell the world about the sale of their property. They can handle multiple properties at a single time and has proved to be the most cost-effective source to reach potential investors and brokers.

The business scenario

Email marketing is one of the strongest approaches used in real estate industry. Several statistics from researches conducted across the globe also confirm the same. Have a look at the following numbers!

- Email marketing campaigns in the real estate industry fetch over 60% positive engagement.
- Email marketing for the real estate industry is 33% lower in cost than any other form of marketing.
- Each dollar spent on the email marketing strategy can fetch an average of \$38 ROI.

Our client takes care of the blast email campaign from top down and ensures maximum success for its customers.

Challenges

The key to enjoy the benefits of email marketing is to target optimal number of investors and brokers within any given area or state. It is also important to maintain a healthy email list with minimum bounce rate and maximum CTR. This is where WebDataGuru made a difference for the client.

Results

Our client was able to offer its customers a healthy email list (which is the one of the highest priorities in real estate) for optimal marketing efficiency. With no compromise on quality or depth of service, WebDataGuru promised 100% confidentiality to its client. The customized web crawling service helped the client to retrieve maximum useful data without any hassles and in no time. In all, our client was able to tap into the relevant data through the easiest and yet the most efficient way.

60% positive engagement

33% lower in cost

an average of \$38 ROI

Solution

WebDataGuru provided a one-time data service which included the aggregation of details pertaining to real estate agents / investors / brokers / property management companies and other prospective clients. Web data extraction service with customized web crawlers was used to provide the required sales intelligence to the client.

The data presented to the client included the following fields:

- Full Name of Prospect (including the middle name)
- About Company / Individual
- Name of Company
- City and State
- Contact Address (physical address, phone number, first and the second email address)
- Associated Organizations
- Occupation (in the case of individual investors)
- Experience in the field