

Move.com Creates Automated Lead Generation Tool for Real Estate Agents

A PODi Digital Print Case Study

Move, Inc. is a leader in online real estate with 9.3 million monthly visitors to its online network of Web sites. Move, Inc. operates: Move.com®, a leading destination for information on new homes and rental listings. Move has local and national advertising relationships with more than 400,000 real estate professionals as well as consumer advertisers.

Move wanted to provide their affiliate agents with the ability to easily create and send highly personalized direct mail postcards to prospects within defined geographical neighborhoods. Move worked with QuantumDigital to build the Top Producer® Market Builder solution to meet the following goals:

- Create an automated lead generation program to build and manage agent prospecting in targeted areas
- Drive prospects online and generate more listing business for real estate agents in defined geographical neighborhoods
- Offer agents a variety of proven creative designs and personalized messages to drive traffic to web landing pages
- Provide full automation for print fulfillment and order processing

Results

The Market Builder solution has 61,000 agent subscribers and has produced over 5.2 million printed pieces since its inception, with steady increases in monthly volume despite a struggling real estate market. Approximately 365,000 pieces are produced on a monthly basis.

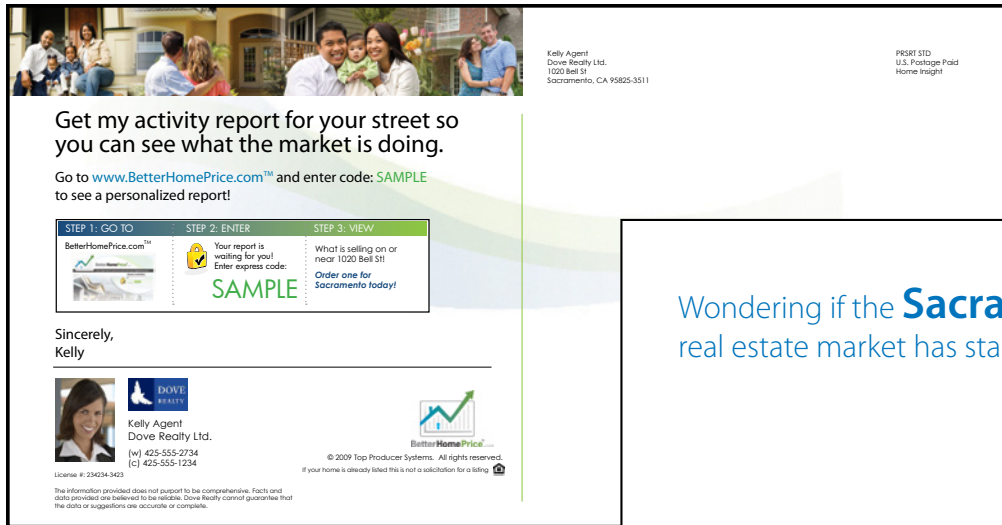
Vertical Market:
Business Services – Real Estate

Business Application:
Direct Marketing / Lead Generation

- High response rate (3%) representing leads generated via visits to personalized landing pages at BetterHomePrice.com
- Loyal, repeat customers for Move
- Large increase in monthly revenue for both Move and their service provider

Workflow

Many real estate agents rely on a process called farming to build a presence within a new area and to find prospects (home buyers/sellers, listing opportunities). A majority of farming efforts include sending direct mail to targets within an area or specific neighborhood. The challenge in finding prospects via this method is that, often, the space is highly competitive—with more than one agent and brokerage trying to reach the same targets using that same method.



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To distinguish an agent's direct mail postcards from the masses, Market Builder offers unique and personalized information printed on each card. Additionally, each postcard presents a unique passcode to the recipient. With the passcode, recipients can go online to a personalized landing page to access a free real estate market activity report for their area.

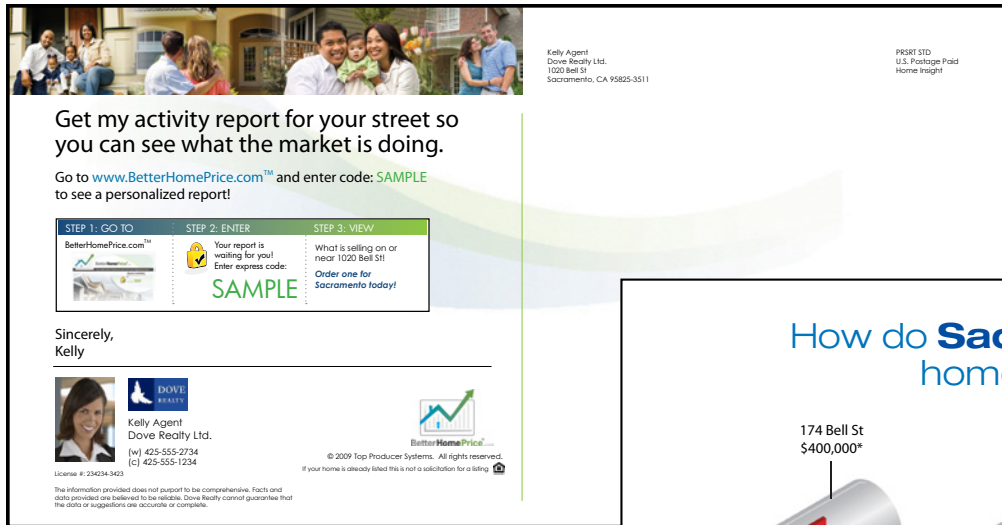
With the high volume of postcards being mailed, using personalized URLs (PURLs) was not an option since there was a high likelihood of duplicate names. Cards are also addressed to an individual or "current resident" and a PURL would not work if the name did not match the recipient.

The entire postcard production process is automated including consolidating data provided by various sources, personalizing content using variable data capabilities, collecting and verifying mailing addresses,

printing the postcards based on the agent's creative template selection and funneling them into the mail stream.

Each agent subscribing to the Market Builder service has approximately 30 postcards delivered each week to a portion of their selected list. During the course of the year, everyone on the agent's farming list will receive a postcard every four months. When a prospect visits their personalized landing page their name is removed from the farming list. To maintain the volume of the agent's mailings additional names are automatically added to the mailing list from the agent's selected farming area.

With the personalized landing page the agent is able to collect more information about the prospect, such as phone number and e-mail address, to



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use for follow-up communications. An e-mail is automatically sent to the agent when a prospect completes a visit to the personalized landing page.

User Interface

Through a customized Web-to-print marketing portal, real estate agents select a geographical region based on zip code or street address from which a mailing list will be pulled. Agents may also upload and use a custom list.


After designating a prospecting area, agents choose three postcard designs from a library of creative templates. Each of the selected creative templates will be mailed to the agent's farming area during the course

of the year. Agents may then change various assets—logos, photos, background images—to personalize their mailing campaign. A preview is assembled on the fly, giving real estate agents a visual proof, allowing them to see what the final product will look like.

Once the farming area and the templates are selected, the agent is finished. The mailings are automatically triggered for a low maintenance, hands free lead generation tool.

Offer

Prospects are offered a free market activity report for their area that includes comprehensive and real-time data such as adjacent house values,



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Get my activity report for your street so you can see what the market is doing.


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STEP 1: GO TO	STEP 2: ENTER	STEP 3: VIEW
BetterHomePrice.com™	Your report is waiting for you! Enter express code: SAMPLE	What is selling on or near 1020 Bell St? Order one for Sacramento today!

Sincerely,
Kelly



Kelly Agent
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Move has tested all the creative and messaging to determine what performs best in each geographic market.

community information (entertainment venues, shopping and groceries, places of worship, etc.) and school district details. The report is delivered via HTML and e-mail. The report is branded from the agent to help develop a relationship between the prospect and the agent.

Creative and Outbound Pieces

Move has tested all the creative and messaging to determine what performs best in each geographic market. Move also has a good retirement strategy in place to pull designs and messages that are not performing well. Based on the results of their testing, they can guarantee agents

who subscribe to Top Producer Market Builder the best response rates for a lead generation program.

Reasons for Success

The Market Builder solution is a tremendous automated lead generation tool for agents. According to agents Vivian Lyons and Debbie McGuire in Reston, Virginia, "We received 10 leads from our Market Builder postcards within our first month! Previously, we were sending out standard real estate prospecting postcards which kept us top of mind and showed that we are successful agents. However, what the Market Builder cards

do better is that they have a call to action that prompts the receiver to enter their details, allowing us to capture them as a lead. It's a very engaging process right from the first point of contact."

Best practices learned from this solution are:

- **Create a "sticky" solution.** The Market Builder automated lead generation program is such a well built solution that it creates a lasting relationship between Move, Inc. and the agents it services. It also assures a continued relationship with Move's print service provider, QuantumDigital.
- **Trigger-based marketing is an efficient lead generation tool.** Market Builder's workflow allows agents to set it up once and enjoy the benefits year-round. This trigger-based marketing is ideal for busy agents and business owners who do not have a lot of time to constantly re-visit their lead generation program. The agents can instead focus their time on following up on qualified leads.

This application won the 2010 PODi Best Practices Award in the Marketing Resource Center category. **TSR**

Client	<p>Move, Inc. www.move.com</p> <p>Move, Inc. (NASDAQ: MOVE) is the leader in online real estate with 9.3 million monthly visitors to its online network of Web sites. Move, Inc. operates: Move.com®, a leading destination for information on new homes and rental listings, moving, home and garden and home finance; REALTOR.com®, the official Web site of the National Association of REALTORS®; Welcome Wagon®; Moving.com; SeniorHousingNet™; and Top Producer® Systems. Move, Inc. is based in Campbell, California.</p>
Print Provider	<p>QuantumDigital www.quantumdigital.com</p> <p>QuantumDigital is the complete online service provider for direct mail, on-demand digital printing and eMarketing solutions. Founded in 1986 in Austin, Texas, QuantumDigital has pioneered several advances in the industry including on-demand personalized printing and a 24-hour turnaround on mailed or printed pieces.</p>
Hardware	Xerox iGen3
Software	XMPie
Target Audience	Prospective home buyers
Distribution	365,000 postcards monthly
Date	October 2007 to present

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