Our Agenda
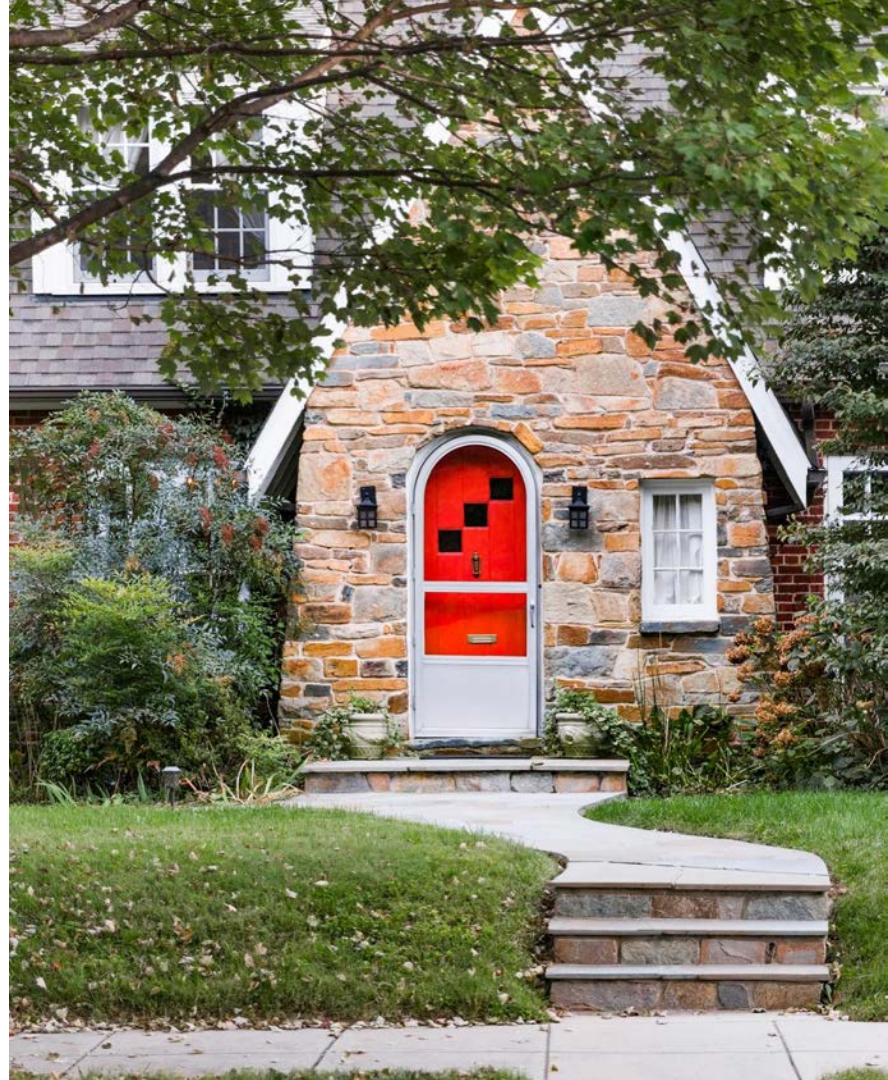
- The Homebuyer's Pain

- Our Solutions

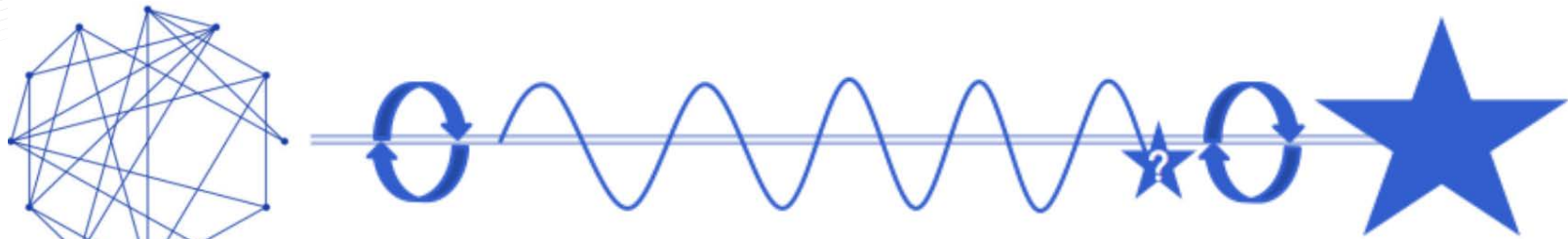- Program Enablement through Iterable

The Homebuyer's Pain

- There are, literally, many doors to choose from.

The Journey to Purchase

The buyer's journey to a place they'll love to live is fraught with challenges.

Consideration
(Wandering search)

Warm-Up
(Undirected searching)

Active Search
(Momentum building actions)

Success?
(Offer/apply, negotiate)

Waiting
(Passive search)

Move
(Confirmation search)

Leading Hypothesis

When we acknowledge **what** you've told us you care about to personalize your paths forward, it will increase your likelihood of taking **action** and feeling the **reward of progress**.

Presented by: iterable trulia

# Basic Application - Single Channel

Presented by: iterable trulia

Continue Your Search

Use Case

- Email: Trulia's weekly newsletter

- Engagement: 30% OR, 5% CTO

- Problem to solve: CTO below benchmark and we weren't giving people a fallback option for engagement

- Solution: Introduce "continue your search" as the fallback CTA to get people back into browse, good for retention
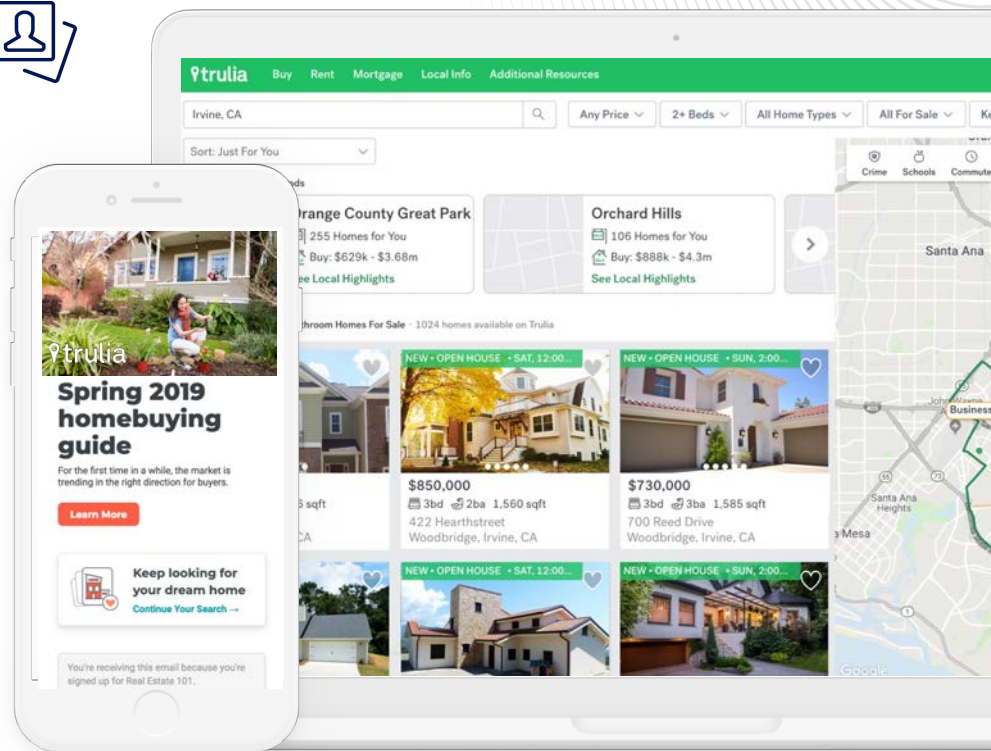
Presented by: iterable trulia
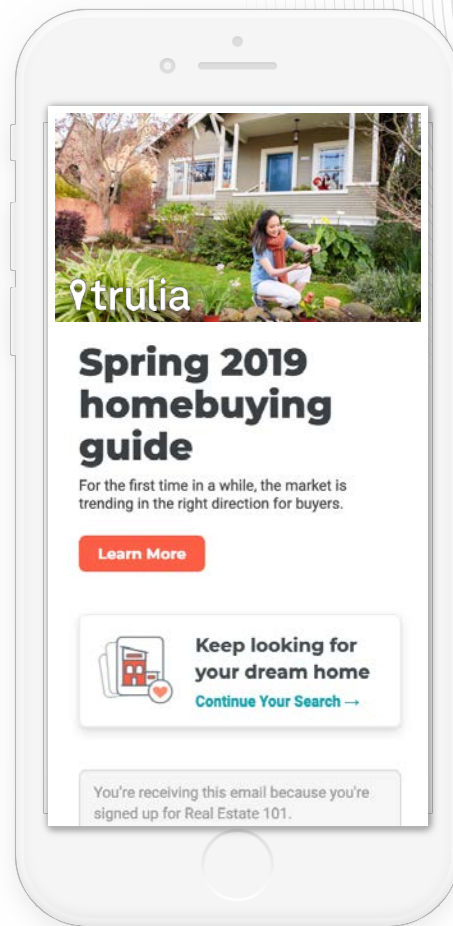
Continue Your Search

Increased engagement

- + 63% increase in CTO

Increased bottom funnel KPI

- +5% increase in connections
  with our Premier Agents

Presented by: iterable trulia
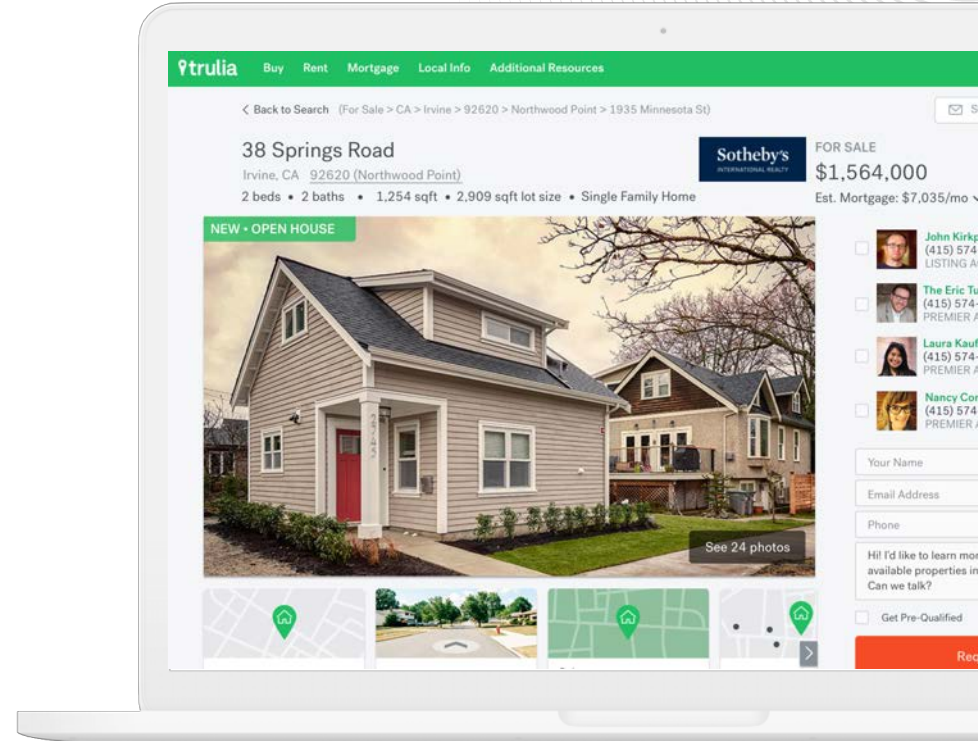
Application 2 - Cross-Channel

Presented by: iterable trulia
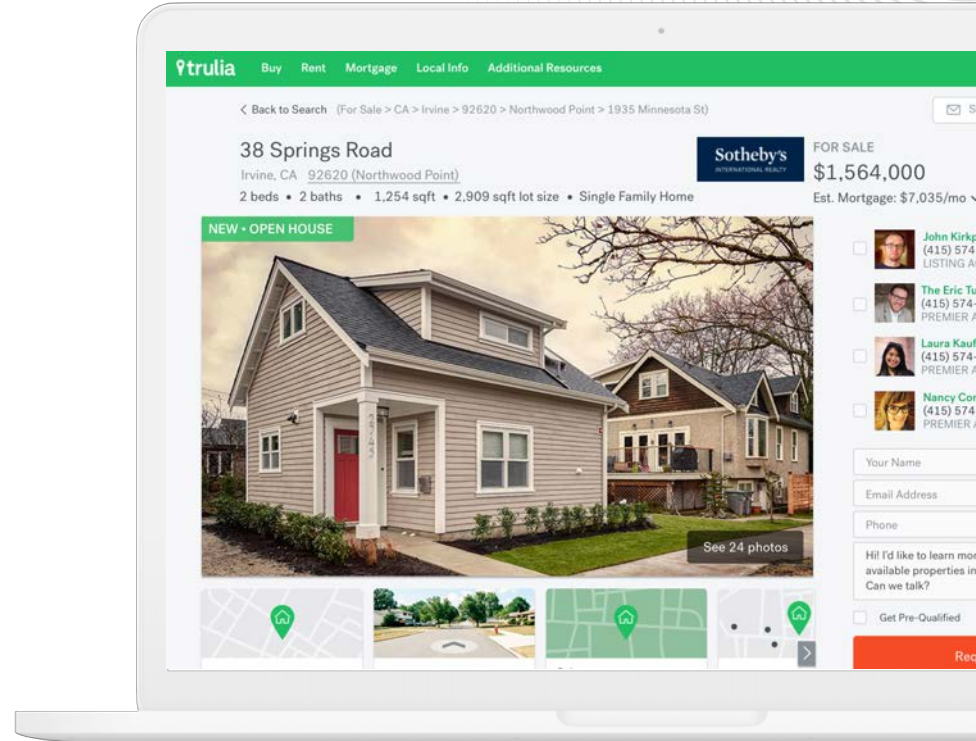
Take the next step

Use Case

- When a buyer falls in love with a home, she doesn't know what to do next and we do little to guide her.

- We show her personalized paths forward to increase her likelihood of taking action and feeling the reward of progress.

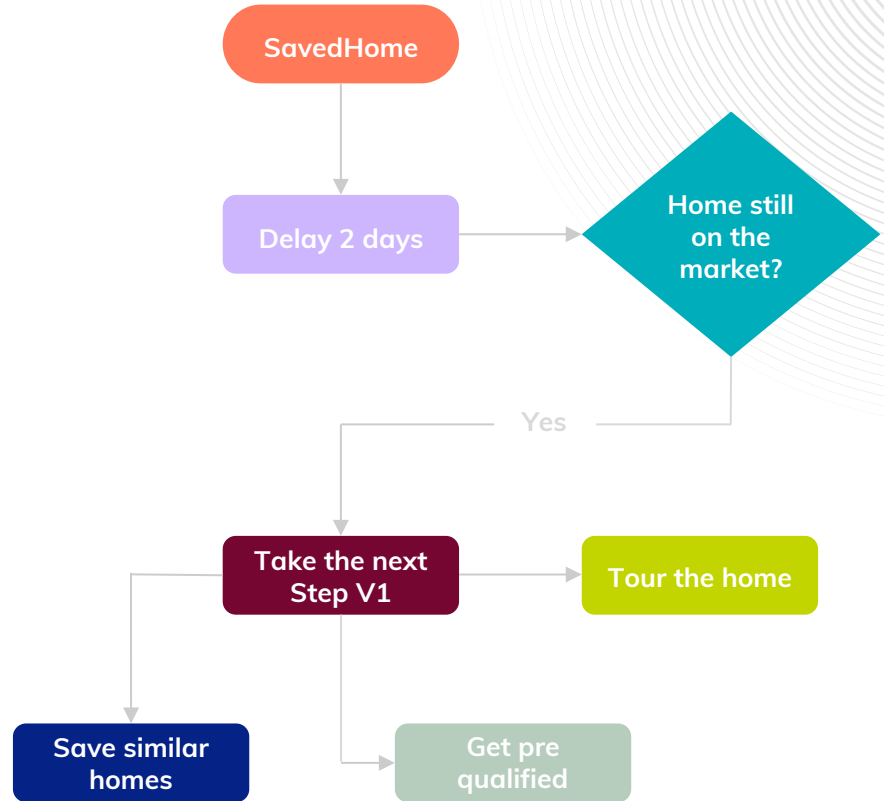Presented by: iterable trulia

Take the Next Step

Use Case

- We think of a buyer's Saved Homes as our version of a "cart".

- We want to inspire the best next action on a home that she has shown us she loves

Presented by: *iterable* trulia

Take the Next Step

- Audience meets a set of criteria to initiate trigger

- Customized suggested actions that pertain to each user's specific needs & the home they love.

```
SavedHome
   │
   ▼
Delay 2 days  ───────►  Home still on the market?
                                │
                              Yes
                                │
                                ▼
Save similar ◄──  Take the next Step V1  ──►  Tour the home
homes                   │
                        ▼
                   Get pre qualified
```

Presented by: iterable trulia

Take the Next Step: Email

- Dynamic template for personalized data

- Destinations that match your preferences
  and use this home as the anchor
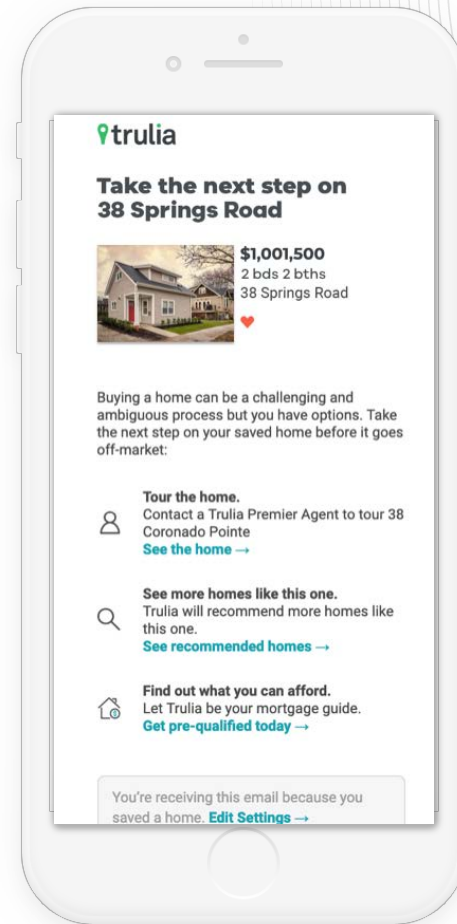
Take the Next Step: Facebook Retargeting

- Typically use paid retargeting channels to expand our addressable audience

- Retargeting engaged users via Facebook to provide that additional nudge of encouragement
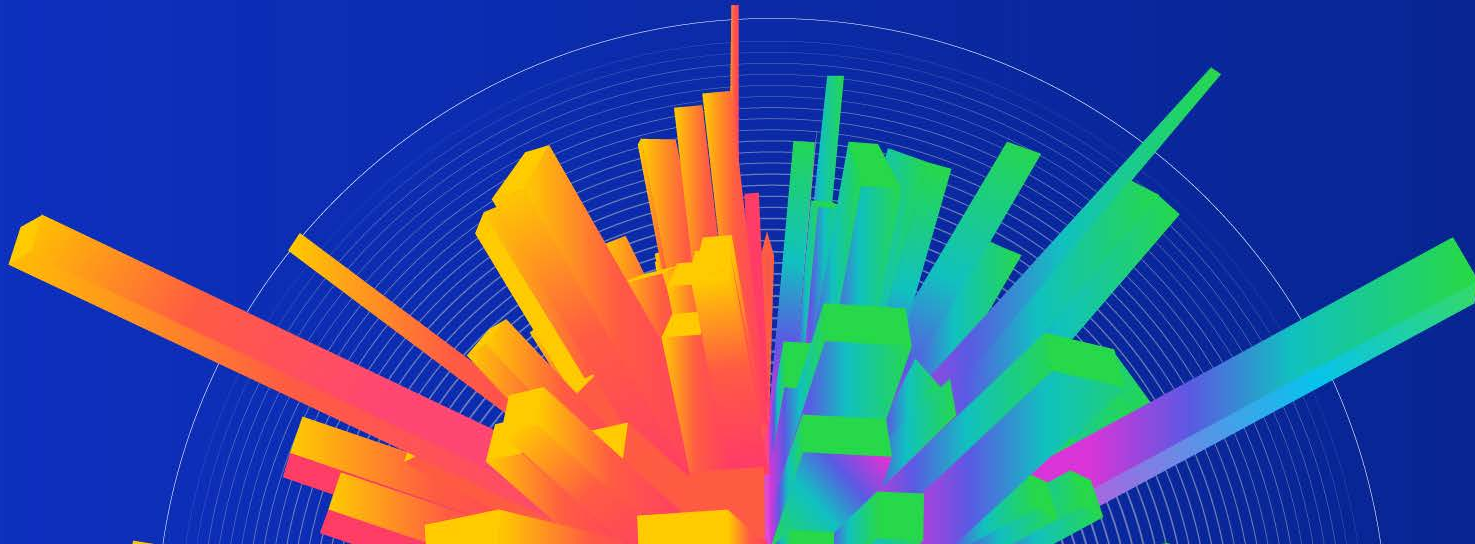
ACTIVATE **19**

Preliminary Results

Leveraging a multi-channel approach increases addressable audience and is more effective at driving key user action.

- A material lift in buyers' taking a meaningful action

- An increase in connections with our Premier Agents

Enablement through the Iterable Platform

The Power of Iterable

⚡ Program enablement

Campaigns

Segmentation

Metadata

Snippets

Workflows

Multiple channels

47 %

Of marketers cite **lack of technical resources** as their primary limitation in leveraging dynamic content.
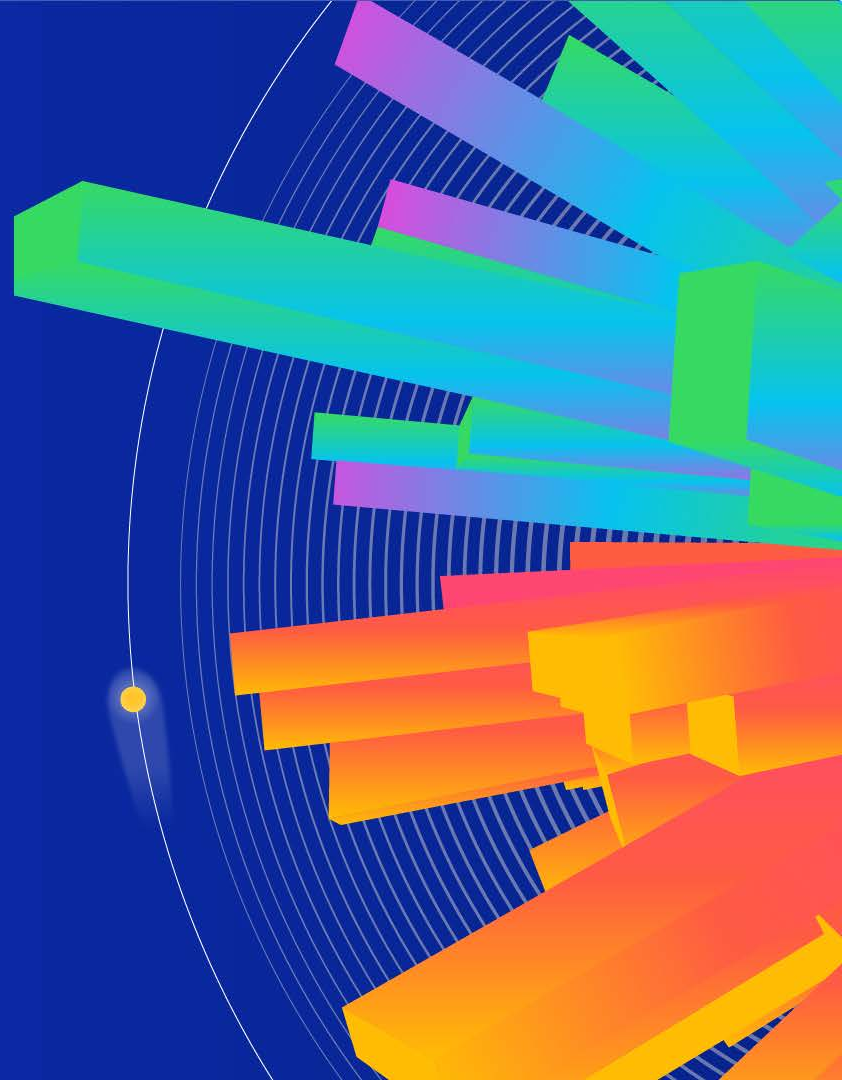
Iterable Cross Channel Engagement Benchmark Report

Presented by: iterable trulia