



CASE STUDY

Edina Realty[®]

 **AUGURIAN**

CASE STUDY: EDINA REALTY



THE CLIENT >

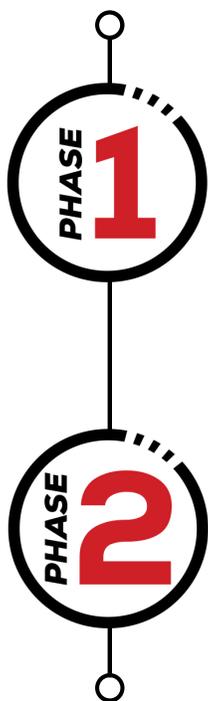
Edina Realty is the largest real estate brokerage in Minnesota by sales volume and also serves parts of western Wisconsin.

THE CHALLENGE >

Facing pressure to maintain market share in the face of national real estate giants like Zillow and Redfin, Edina Realty sought to improve their mobile conversion rate in a campaign targeting home sellers. Stakeholders ultimately wanted to increase their return on ad spend (ROAS) while also emphasizing the need to maintain the quality of leads generated by the campaign.

THE SOLUTION >

To achieve Edina Realty's goals, Augurian devised a strategy that involved conversion rate optimization paired with ad campaign segmentation. That strategy was divided into two phases:



OPTIMIZE LANDING PAGES

First, Augurian segmented the campaign by device, funneling desktop users to a desktop-focused campaign, and mobile users to a mobile-only campaign. Augurian then conducted competitor analysis that showed competitors were including very little information on their landing pages. Augurian then tested and adjusted the mobile landing page experience by keeping the capture form at the top of the page, reducing overall copy and testing whether to include industry statistics relevant to sellers.

UPDATE AD COPY

Augurian then updated ad copy for the mobile campaigns to empathize with the needs of users on mobile devices and create a faster experience. This ultimately led to better UX across all campaigns.



THE RESULTS:

THE CAMPAIGN saw incredible success, even at a time when real estate transactions are down across the country due to the coronavirus pandemic. The mobile conversion rate went from 4.6% to 66%, resulting in a 218% increase in ROAS YoY. But perhaps most importantly, Edina Realty was able to maintain lead quality for their most valuable customers.



"SELLERS ARE the most profitable lead that we can get," said Hannah Widell, director of digital strategies for Edina Realty. "It's been really nice to have a campaign that's so consistently performing, especially with the times that we're in."





“One of the reasons I love working with Augurian is they operate as a partner, rather than a vendor. I really rely on them and trust them as much as anyone on our internal team.”

Hannah Widell, Director of Digital Strategies,
Edina Realty

EDINA REALTY has partnered with Augurian for years on a variety of engagements, and from this win they will look to optimize other landing pages for campaigns targeted toward buyers and Realtor recruiting. Augurian will continue to help Edina Realty maintain its dominant market share by bringing a level of digital sophistication that can compete and win against national firms.

218%▲

INCREASE ROAS YoY

66%▲

MOBILE CONVERSION RATE

Have confidence in your digital marketing investments.

Looking for a digital marketing partner that you can trust and gets results?

LET'S TALK

CALL 612-294-8754

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