

# Cultural Relevance

## Realtor.com® Campaign Leverages Emerging Trends

### SUCCESS STORY:

Leading online real estate destination realtor.com® worked with Brand Networks, the award-winning provider of software and services that simplify social™, to appeal to current trends in pop culture—similar to those seen in the whirlwind success and popularity of Pokémon Go\*.

527K  
unique reach



15%  
conversion rate

### MEET REALTOR.COM®:

Realtor.com® is a leading online real estate destination operated by Move, Inc., a subsidiary of News Corp [NASDAQ: NWS, NWSA]; [ASX: NWS, NWSLV]. Realtor.com®

realtor.com®

attracts more than 50 million visitors each month to its web and mobile platforms. Consumers know they can look to realtor.com® as the most comprehensive nationwide source of for-sale homes. Realtor.com® has relationships with nearly all of the multiple listing services (MLS) across the United States, resulting in a database of over 1.7 million existing homes available for sale—[more](#) “for-sale” homes than any other global online real estate portal.

Mobile innovation has propelled major realtor.com® app growth—since the start of the year, monthly mobile page views are up an average of 30% year over year.

“Seeing that Pokémon Go became one of the hottest topics trending on Facebook, we wanted to generate similar user excitement and cultural relevance for realtor.com®. Our thought was while users are out and about driving around catching Pokémon, they can also “catch” their dream home by downloading and using the realtor.com® app. The Brand Networks team did a fantastic job and we were thrilled to have them in our corner on this initiative.”

**-Genevieve Owyang**  
Director of Mobile Marketing, realtor.com®

### ABOUT BRAND NETWORKS



Brand Networks Simplifies Social™, delivering award-winning social advertising software and services to hundreds of enterprise customers, including half of the Fortune 100 and 17 of AdAge's 25 Most Advertised Brands.

To learn more, email: [newbusiness@bn.co](mailto:newbusiness@bn.co)

[www.bn.co](http://www.bn.co)

## THE GOAL:

Pokémon Go, the augmented reality mobile game that sends players on a real-world quest to find, train, and battle Pokémon, has become an overnight sensation—especially on social media. Knowing that nearly 100,000 people were using Facebook to talk about Pokémon Go, realtor.com® hoped to similarly capitalize on pop culture to raise awareness of the realtor.com® brand and app.

## THE STRATEGY:

Because the company's goal was to increase cultural relevance, Brand Networks Content Services worked with realtor.com® to create a series of ads that would appeal to consumers in a way similar to how Pokémon Go inspired them, using creative designed to promote the free realtor.com® app. The entire creative process went from concept to execution in just a matter of days, and the campaign was launched in a week.

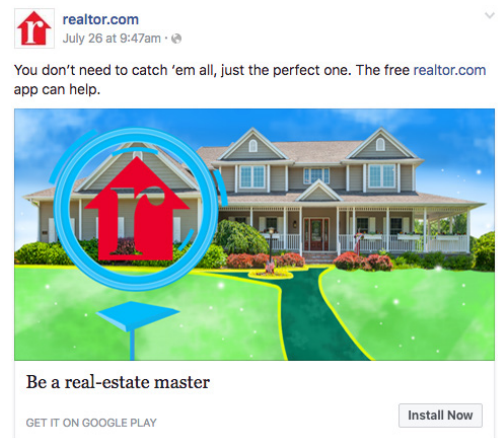
The team at Brand Networks employed a strategy that used messaging and imagery to inspire users to “catch” their dream home using the realtor.com® app.

As for audience targeting, the Brand Networks Media Services team recommended aiming the ads at a variety of segments and then further optimizing to the best-performing groups. Capitalizing on the fun and lighthearted nature of house hunting, the campaign resonated best with women between the ages of 45 to 54. These may have been parents who are Pokemon hunting on weekends, and could see the relevance in doing some dream-home catching of their own.

## THE RESULTS:

This cleverly conceived and quickly executed campaign was a success for realtor.com®, especially in the area of campaign innovation. In just six days, realtor.com® **reached almost 530K unique Facebook users**. While a smaller targeting group would normally result in higher prices and lower conversion rates, the **\$5.24 CPM (cost per thousand impressions)** and **15% conversion rate** were indicative of the high degree of relevance between the creative and the audiences targeted. The results were also consistent with realtor.com®'s goals, based on past benchmarks. Realtor.com was excited by the high level of Brand Networks' support and execution, and plans to continue their partnership in order to capitalize on additional social advertising opportunities and emerging trends.

\*Pokémon Go and Pokémon are trademarks of Nintendo. Realtor.com® is a registered trademark of The National Association of Realtors. Niantic, Nintendo, The Pokémon Company, and Pokémon Go are in no way affiliated with Brand Networks nor with realtor.com®



## ABOUT BRAND NETWORKS



Brand Networks Simplifies Social™, delivering award-winning social advertising software and services to hundreds of enterprise customers, including half of the Fortune 100 and 17 of AdAge's 25 Most Advertised Brands.

To learn more, email: [newbusiness@bn.co](mailto:newbusiness@bn.co)

[www.bn.co](http://www.bn.co)