

Entry: SearchMarketers.com and MLS Online

Challenge

SearchMarketers was faced with expanding MLS Online's lead acquisition program across 145 local markets in California, New York, New Jersey, Maryland, Georgia, Minnesota, and Florida. MLS Online is a rivaling real estate MLS search resource that competes with Zillow and Trulia. Each local market faced the challenge of high local competition from real estate brokers, power realtors, and large aggregator sites like Zillow and Trulia. For this reason, it was important to build a robust template using strategic real estate terms while localizing each campaign for each market appropriately. All the while, this needed to be done with minimal turnaround time and across multiple search engines.

Solution

SearchMarketers credits Kenshoo for much of the success of MLS Online's expansion from 2013 to 2014. As a boutique search agency and a new strategic partner of Kenshoo's, this was a key milestone in our relationship and affirming our continued commitment to Kenshoo for our clients. The success achieved for MLS Online was made possible with support from Kenshoo Search by the following:

- Kenshoo Desktop was essential to the expansion across all 145 markets across Google and Yahoo/Bing while minimizing production time
- With data significance, SearchMarketers applied an account wide "Bid to CPA" rule across approx 130 of 145 local market campaigns, which helped to both achieve our CPL acquisition target and scale the campaign further
- For more competitive markets, SearchMarketers initially utilized bid to position rules in a top-bottom bidding strategy to gain keyword performance insights more quickly, and thereafter applied a more specific Bid to CPA rule for that market
- A dimension was set up and applied to certain "top performers" with a bid to position rule - this ensured that our most valuable keywords to the business remained in top, competitive positions

Results

SearchMarketers' use of the Kenshoo Search platform for MLS Online helped to quickly establish efficiencies for our newest local market campaigns in the weeks after their launch. We credit the effectiveness of Kenshoo's bid policies in successfully scaling this campaign from 2013 to 2014.

We observed two periods year over year:

March 23, 2013 - August 7, 2013 vs. March 23, 2014 - August 7, 2014



Noteworthy changes in KPIs:

- Y/Y +96% increase in CTR
- Y/Y +110% increase in leads
- Y/Y -8% decrease in CPL
- Y/Y +250% (est.) growth in profit from successful real estate referrals

