

Case Study

Artificial Intelligence helps
to sell houses and apartments





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Property Group,
publisher of GetHome.pl
and RynekPierwotny.pl,
strengthens position of portals
with machine learning software
from Algolytics.

Collaboration since 2017:

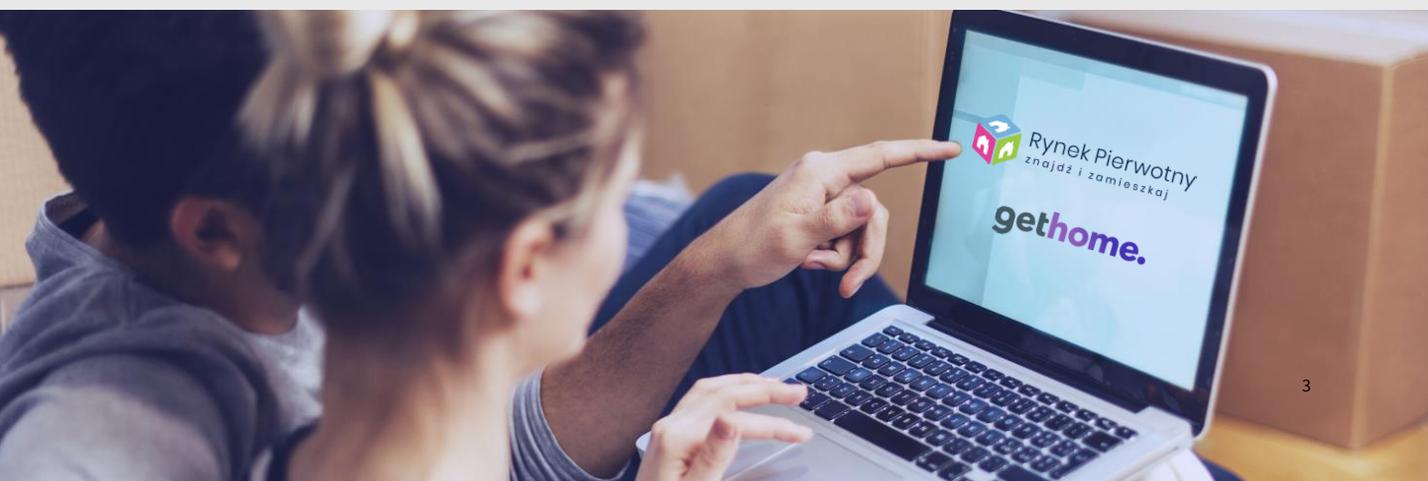
- ✓ 100% – complete marketing campaigns automation;
- ✓ 400% - increase in the number of converting leads generated by AI algorithms per year;
- ✓ 1 million - monthly reach of portal users



Results

Property Group has strengthened the market position of its two portals by relying on artificial intelligence - which makes it easier for users to find the perfect house or apartment online. Thanks to implementation of proprietary Algolytics software, GetHome.pl and RynekPierwotny.pl (Property Group's brands) present a **tailored housing offer to 1 million users** every month. By intelligently profiling customer needs (based on machine learning algorithms), users of these portals save time they would otherwise spend searching for the perfect property. In addition to improving the customer path, the technological transformation brought Property Group a sales and marketing effect: **increase in the number of converting leads on portals generated only by Algolytics technology by 400% per year**, high reachability and CTR at the level of 8%. What is more, all this is achieved with full automation of marketing processes.

What was the path to such an effective digital transformation on the real estate portals market?



Challenge

Property Group's goal was to provide maximum user comfort while searching for residential investments through precise selection of offers on GetHome.pl (secondary market ads) and RynekPierwotny.pl. Considering the scale of possessed data and dynamically growing offer portfolio (even 800 new real estate announcements daily), flexibility and automation were the pillars of the project. According to the assumptions, the implemented technology was supposed to provide:

- Flexibility of introducing changes in the mechanism of recognizing user needs and behavior - in order to precisely adjust the offer;
- Ad impressions to optimization maximize effectiveness - including personalization of the displayed offer and ensuring high reach and click-through rates;
- Full automation of marketing campaigns - profiling, targeting, distribution.

The choice fell on Customer Data Platform by Algolytics. **Grzegorz Kurowski, President of the Board, and Paweł Moszczyński, Member of the Board, Property Group,** commented on the cooperation as follows:



"Meeting user expectations through digital transformation has been a strategic point in the development of our portals GetHome.pl and RynekPierwotny.pl. For such a multi - dimensional project, as a publisher of modern real estate classifieds portals, from the beginning we bet on a professional and technologically advanced partner with an equally established market position - so it's no surprise that our choice fell on the full suite of solutions from Algolytics."



Solution

GetHome.pl and RynekPierwotny.pl achieve their goals as a result of deploying the full technological package. Implementation of Customer Data Platform from Algolytics guaranteed the portals, e.g.:

- **Intelligent profiling** - to save the user time and suggest only interesting, personalized offers;
- **Efficient and complete marketing automation** - to save internal workload while intensifying sales results;
- **Artificial Intelligence and Machine Learning algorithms** - to respond to current user needs in real time.

Marcin Woch, CEO of Algolytics commented on the implementation of the above solutions:

"Deciding on a technological transformation of the process of reaching the customer with a tailored offer, Property Group has dynamically developed its owned portals offering users residential properties. We are glad that Algolytics solutions are helping them to find the right property. Using our Machine Learning algorithms, so that a personalized offer is automatically delivered to the recipient, GetHome.pl or RynekPierwotny.pl already set the trend for the most effective portals offering real estate."



About Property Group

Publisher of GetHome.pl and RynekPierwotny.pl portals. The company has been helping millions of people to find their dream property for 12 years. Successively for two years, it has been developing GetHome.pl portal, which offers properties from the secondary market. It is open to new investments supporting sales and marketing of real estate. Through the company's first product, RynekPierwotny.pl, it helps to sell almost half of the residential offer constructed by developers in Poland. Property Group's mission is to learn and understand human needs in order to design and create better and more innovative solutions with one goal: to find perfectly matching properties for the users of both portals. Find out more: <https://propertygroup.pl/>

About Algolytics

Offers advanced AI, Machine Learning and Location Intelligence solutions. Algolytics' technological platforms for on-line scoring, consumer behavior analytics and intelligent localization are used by leaders in such industries as telecommunications, finance, logistics and e-commerce. Algolytics solutions reliably support optimization and automation of business activities related to data analysis, logistic operations, or automation of B2C processes - all thanks to proprietary technologies. Find out more: <https://algolytics.com/>





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