

realtor.com®

Realtor.com, the premier source for homes on the web, partnered with Evocalize to unlock their rich website audience data and serve dynamic ads to consumers searching for similar properties. By optimizing their data, Realtor.com and Evocalize dramatically improved ROI.

- 400% increase in incremental ROI
- 25,000+ concurrently marketed listings

“Evocalize has been an amazing partner. Their tech and expertise has enabled us to quickly scale our ability to serve highly relevant ads to our audience. As a result, we’ve seen **performance increase by 400%.**”

– *Nathan Hau, Senior Director*



EXIT Realty International, a real estate brokerage franchise, partnered with Evocalize to equip their offices and agents with easy and effective digital marketing programs on Facebook. Evocalize automated high performing programs for agents to customize and launch in minutes.

- A 300% increase in clickthrough rate (CTR)
- 98% reduction in agent execution time to less than 10 minutes per week (from 9 hours)

“We are spending [far] less with the EXIT Ad Center than we did with another major lead generator for more contacts. We are getting **higher quality leads and more of them.**”

– *Michele Bilow, Director of Operations*



Realty Austin, the top independent brokerage in Austin, Texas, partnered with Evocalize for an automated and scalable digital marketing system. The programs can be used by both corporate marketing and individual agents for MLS-powered listing promotions and agent branding.

- Integrated with Salesforce to pull custom audiences and push inbound leads
- ~2x website traffic with the same media budget resulting from a 50% reduction in CPC

“Using [Evocalize’s] technology we have been able to **increase website traffic from social ads by 83%** and decrease our cost per click by over 50%.”

– *Kara Jones, Director of Marketing*