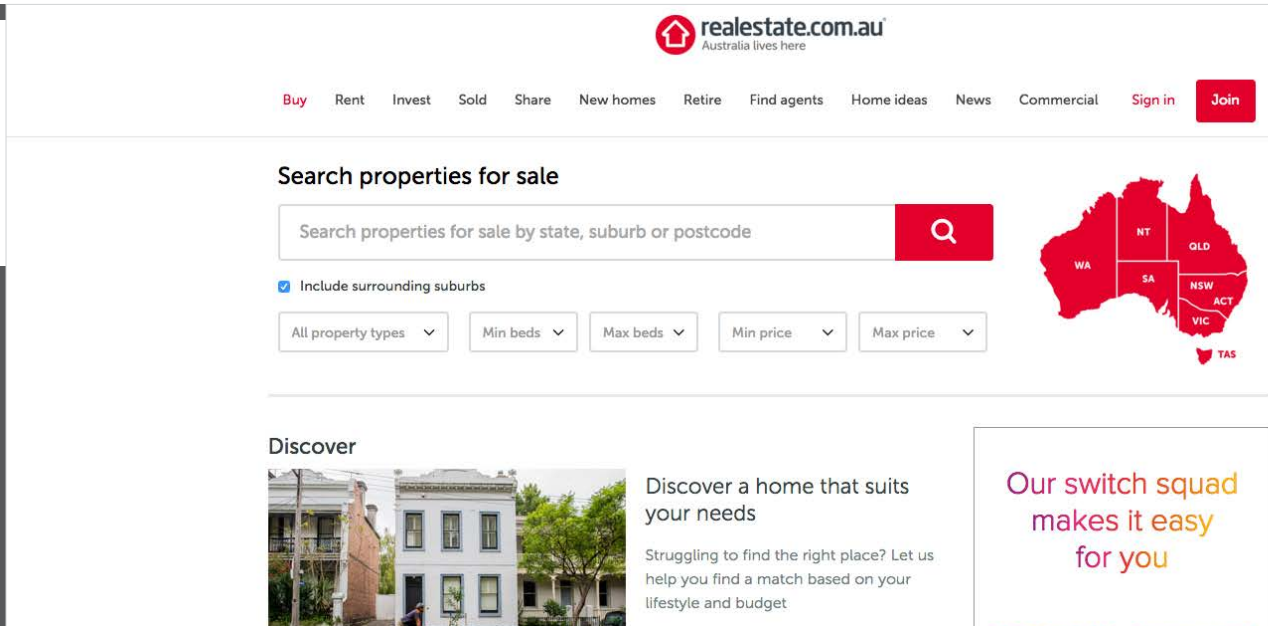# REA Group optimizes paid search.

Global real estate group uses Adobe Media Optimizer to manage vast keyword portfolio, optimize ad strategies, and boost conversion by up to 50%.

"Using Adobe Media Optimizer we can discover which of our 750,000 keywords work best across 3 million ads, enabling faster optimization."

Rachael Doherty, Digital Media Manager, REA Group

SOLUTION

Adobe Media Optimizer and Adobe Analytics solutions within Adobe Marketing Cloud

RESULTS

MANAGE
Optimizes the use of 750,000 keywords across 3 million ads

AUTOMATE
Eliminates manual bid management, enabling staff to take on additional high-value projects

VISIBILITY
Offers stakeholders across the group better, faster insights into customer preferences and digital marketing campaign effectiveness

CONVERSION
Improved engagement and conversion across campaigns at a lower cost

REA Group Limited

Established in 1995

Richmond, Victoria, Australia

www.rea-group.com

CHALLENGES

- Optimizing SEM budgets to increase conversions
- Enabling a lean staff to do more within the same budget
- Increasing integration between analytics, optimization, and reporting solutions to improve visibility into digital marketing activities

Dreams built with brick and mortar

Whether buyers, renters, or businesses are looking for their starter home, dream condo, or larger offices, REA Group provides them the information and tools necessary to find the perfect place. Starting in a modest garage office in a suburb of Melbourne in 1995, the company now has offices around Australia, indicative of its market position as a leading provider of real estate advertising sites in Australia and international markets. Its sites include realestate.com.au, Australia's largest property website with over three million unique visitors each month.

Supporting the company's growth, REA Group leverages technologies that help renters and buyers find the exact space they need. For example, the company introduced advanced virtual reality technology to help buyers living far from a potential new home or office make more informed choices. REA Group has also grown its property database, including the number of properties and features that customers can search, making the company's sites some of the most comprehensive.

"Our brand identity has evolved as our company has grown. We are proud of our start-up roots and how we've been able to scale our style of curious and innovative thinking, which has helped secure our position as market leader," says Rachael Doherty, Digital Media Manager at REA Group. "Our adoption of new and emerging technology along with a data-driven approach to marketing is testament to this."

Using this philosophy, REA Group looked to technology to bring greater insights into digital marketing. This was achieved using Adobe Analytics within Adobe Marketing Cloud to understand customers' cross-channel behaviors. However, the company also wanted to dive deeper into how customers interact with ads and search for content, as well as what keywords resonate best with audiences.

REA Group saw an opportunity to optimize paid search advertising and keywords to get more from its ad spend. To achieve this, automation was key. "Our team saw opportunities to improve the performance of our SEM accounts," says Doherty. "Using automated keyword bidding would take some burden off our team and enable us to work on additional high-value projects."

A foundation for success

Building on its success with Adobe Analytics and desiring a fully integrated digital marketing platform, REA Group chose to leverage Adobe Media Optimizer. By expanding its use of Adobe Marketing Cloud, the company can seamlessly flow data from paid search platforms into analytics to develop a comprehensive view of engagement metrics—such as time on site, pages per visit, and bounce rate—helping the company better optimize budgets and boost engagement.

"Adobe Marketing Cloud offers a complete platform for us to manage, automate, and optimize our paid search campaigns," says Doherty. "Using Adobe Media Optimizer and Adobe Analytics allows us to easily benchmark our SEM performance with other channels."

The integrated data streams and consistent reporting create a collaborative environment across the company. As a result, REA Group can help ensure that marketing communications, display and search advertising, and social media—including Facebook and Twitter—are more relevant to each customer.

REA Group uses an automated bidding algorithm within Adobe Media Optimizer to optimize ad strategies. At the same time, the Adobe solution increases visibility into what keywords are most effective. "Using Adobe Media Optimizer we can discover which of our 750,000 keywords work best across 3 million ads, enabling faster optimizations," says Doherty.

In total, the company used Adobe Media Optimizer to automate bid management for 35 accounts across portfolios and websites. Automated bidding has also enhanced digital marketers' ability to support campaigns in strategic regions in Australia, including launching 400 unique campaigns targeted at suburbs across New South Wales.

Bulk campaign management has enabled the digital team to create custom ads with greater ease. For example, if there is a specific suburb of high interest within New South Wales, REA Group can quickly develop ads that match those high-interest categories. This capability has also enabled the company to spend more time strategizing on how to develop leads across profiles—property owners, real estate agents, or developers—and less time on developing new campaigns.

Traffic, conversion, savings, and insight

The combination of enhanced strategy, automation, and optimized ads has proven to be invaluable as REA Group makes breakthroughs across segments. One major win for the company was the roll out automated bidding within Adobe Media Optimizer on a campaign promoting new apartment developments. Using the Adobe solution, REA Group boosted conversion by 50%, while cutting cost per lead by 36% through enhanced paid search.

Similarly across several portfolios, REA Group has reduced average cost per click by 19% and cost per conversion by 21%. Those same portfolios have also been more productive with, on average, 34% more traffic and 43% higher conversion.

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SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including Adobe Media Optimizer and Adobe Analytics solutions. Capabilities used include:
  - Display management
  - Search management
  - Performance management
  - Integrated analytics
  - Social management
  - Marketing reports and analytics
  - Ad hoc analysis
  - Data connectors

"Adobe Media Optimizer gave us a tremendous lift across a key success metric—conversion," says Doherty. "Another significant impact for us is that we can do more within our budget."

Improved visibility into campaigns and faster reporting has also helped REA Group respond to changing markets faster. With Adobe Media Optimizer, the company can gain insights within a day, helping to demonstrate immediate value for digital marketing activities.

Doherty also notes that her department's success has helped to establish it as a center of excellence for global teams. Business units in China and Italy have tapped into the Australian team's expertise and best practices to help ensure SEM strategies run efficiently.

For more information
www.adobe.com/solutions/digital-marketing.html

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