



## Business Performance Reporting

(Digital Media)

- Identified **key factors that drove trends in lead generation** by analyzing over 30 listing and demographic attributes
- Provided recommendations **on market-specific actionable initiatives**

# IMPROVING LEAD GENERATION FOR A DIGITAL MARKETING FIRM

## ABOUT THE CLIENT

Company is a **digital media client** focused on online rental listings

### SITUATION



- Has online and mobile platforms, to access the searchable database of listings, across the U.S.
- Merilytics partnered with client, to **identify key factors that drive trends in lead generation on the website**, and also to evaluate potential scope for improvement of lead generation

### VALUE ADDITION



- About thirty **demographic factors and listing attributes were analyzed** to cluster factors that impact lead generation
- Identified key differentiating factors of performance between high/low performing markets using **step-wise logistic regression analysis**
- Analyzed **performance by sales and marketing channel** in conjunction with demographics data to identify an efficient way to allocate marketing resources
- Recommended **market-specific actionable initiatives** to improve lead performance

### IMPACT



- Our analyses led to **re-defining the baseline performance** of the company based on the data clean up
- It helped the client **to understand key factors** among various demographic variables and listing attributes, **that significantly impact online lead generation**
- Implementation of **tactical initiatives** by market, that **lead to better lead generation rates**

# IDENTIFICATION OF KEY PERFORMANCE FACTORS FOR REGIONS – STATISTICAL ANALYSIS

Used the performance bucket of region as a dependent variable...

..and considered variables across listings, properties and demographics...

..to perform a logistic regression...

...leading to identification of key variables that differentiate regional performance

Top-50 regions

Medium performance regions (n=47)

Bottom-50 regions

## Listing variables

- Videos (Y/N, Regular/HD)
- Photos (Y/N, Regular/HD)
- Coupons (Y/N)
- Dynamic lead form (Y/N)
- Office hours info (Y/N)
- Pricing info (Y/N)
- Placement tier
- Description length
- # of photos

## Property/CBSA attributes

- Rent/sq.ft.
- Deposit (Y/N, Amount)
- # of floor plans
- Market penetration
- Average tenure of the property as a customer
- Desktop/Mobile share (%)

## Demographics

- Median age bracket
- Average HH income
- % of married people in CBSA
- Average family size
- Population
- Population per property

## Logistic step-wise regression on SPSS

- Forward conditional method (significance level 0.2)
- Cox & Snell adj. R-Squared = 0.41

e. Predictors: (Constant), Avg. rent, HD video, Number of floor plans, Coupon

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	350.180	78.667			4.451	.000
	Avg. rent	-.371	.115	-.507		-3.225	.003
2	(Constant)	400.909	60.316			6.647	.000
	Avg. rent	-.497	.091	-.680		-5.484	.000
	HD video	109.949	22.629	.603		4.859	.000
3	(Constant)	325.035	58.836			5.524	.000
	Avg. rent	-.461	.081	-.630		-5.692	.000
	HD video	96.918	20.436	.531		4.742	.000
	Number of floor plans	13.030	4.295	.327		3.033	.005
4	(Constant)	307.289	57.198			5.372	.000
	Avg. rent	-.453	.078	-.620		-5.834	.000
	HD video	91.284	19.822	.500		4.605	.000
	Number of floor plans	13.884	4.143	.348		3.351	.002
	Coupon	34.703	18.625	.190		1.863	.073

a. Dependent Variable: LPP

a. Predictors: (Constant), Total Cost (\$)

b. Predictors: (Constant), Total Cost (\$), Avg. rent

c. Predictors: (Constant), Total Cost (\$), Avg. rent, Coupon

d. Predictors: (Constant), Total Cost (\$), Avg. rent, Coupon, # of pictures

e. Predictors: (Constant), Total Cost (\$), Avg. rent, Coupon, # of pictures, Number of floor plans

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.591 <sup>a</sup>	.350	.329	47.512
2	.688 <sup>b</sup>	.474	.438	43.449
3	.738 <sup>c</sup>	.545	.498	41.083
4	.764 <sup>d</sup>	.584	.524	39.999
5	.783 <sup>e</sup>	.613	.542	39.245

## Listing variables

- # of photos
- Description length (-ve)

## Property/CBSA attributes

- Average tenure of the property as a customer
- Deposit (-ve)

## Demographics

- Average HH income (-ve)
- Population per property
- % of married people (-ve)

# RECOMMENDATIONS FOR IMPROVEMENT OF LEAD GENERATION BY PRIORITY ORDER

ILLUSTRATIVE

Recommended action	Distribution of properties by CBSA ranking <sup>1</sup>	Top-5 target CBSAs (LPP) <sup>1</sup>																		
Display videos (regular or HD)	<p>Properties without dynamic lead form: 13,843 Total # of properties: 21,257</p> <table border="1"> <thead> <tr> <th>CBSA Ranking</th> <th>Properties without dynamic lead form (%)</th> <th>Total # of properties (%)</th> </tr> </thead> <tbody> <tr> <td>Top-5</td> <td>16%</td> <td>14%</td> </tr> <tr> <td>6-10</td> <td>12%</td> <td>13%</td> </tr> <tr> <td>11-20</td> <td>15%</td> <td>14%</td> </tr> <tr> <td>21-50</td> <td>23%</td> <td>26%</td> </tr> <tr> <td>&gt;50</td> <td>34%</td> <td>33%</td> </tr> </tbody> </table>	CBSA Ranking	Properties without dynamic lead form (%)	Total # of properties (%)	Top-5	16%	14%	6-10	12%	13%	11-20	15%	14%	21-50	23%	26%	>50	34%	33%	<ul style="list-style-type: none"> <li>Washington-Arlington-Alexandria, DC-VA-MD-WV (63.1)</li> <li>Los Angeles-Long Beach-Santa Ana, CA (92.7)</li> <li>Philadelphia-Camden-Wilmington, PA-NJ-DE-MD (79.8)</li> <li>New York-Northern New Jersey-Long Island, NY-NJ-PA (93.4)</li> <li>Chicago-Naperville-Joliet, IL-IN-WI (99.4)</li> </ul>
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Consolidate floor plans to limit the choices to 3-5	<p>Properties with &gt; 5 floor plans: 7,040 Total # of properties: 21,257</p> <table border="1"> <thead> <tr> <th>CBSA Ranking</th> <th>Properties with &gt; 5 floor plans (%)</th> <th>Total # of properties (%)</th> </tr> </thead> <tbody> <tr> <td>Top-5</td> <td>21%</td> <td>14%</td> </tr> <tr> <td>6-10</td> <td>12%</td> <td>13%</td> </tr> <tr> <td>11-20</td> <td>18%</td> <td>14%</td> </tr> <tr> <td>21-50</td> <td>24%</td> <td>27%</td> </tr> <tr> <td>&gt;50</td> <td>25%</td> <td>33%</td> </tr> </tbody> </table>	CBSA Ranking	Properties with > 5 floor plans (%)	Total # of properties (%)	Top-5	21%	14%	6-10	12%	13%	11-20	18%	14%	21-50	24%	27%	>50	25%	33%	<ul style="list-style-type: none"> <li>Washington-Arlington-Alexandria, DC-VA-MD-WV (63.1)</li> <li>Houston-Sugar Land-Baytown, TX (98.4)</li> <li>Dallas-Fort Worth-Arlington, TX (79.6)</li> <li>Atlanta-Sandy Springs-Marietta, GA (105.0)</li> <li>Los Angeles-Long Beach-Santa Ana, CA (92.7)</li> </ul>
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## CBSA summary

# of properties: 288

Key reasons for low performance:

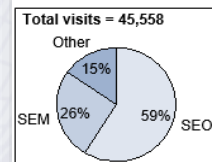
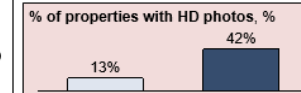
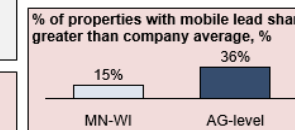
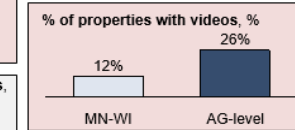
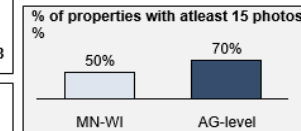
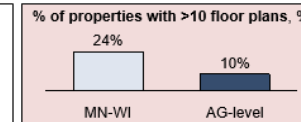
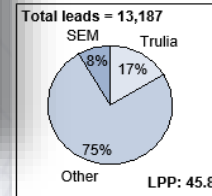
Listing Profiles:

- Share of properties with videos and HD photos is much lower than the company averages
- Share of properties with >20 photos is also lower than the company averages
- In addition, a large (24%) share of properties have >10 floor plans further lowering the performance

Other:

- Share of leads generated from mobile is only 15% compared to 36% of company-level share.

- Differentiating factors at a CBSA level
- Differentiating factors at a property level, but not at a CBSA level<sup>1</sup>



- Performance of this CBSA is relatively low largely due to lower share of properties with videos and HD photos and higher number of floor plans in the properties
- The share of properties with over 15 photos is also lower than company average
- There is an opportunity to consolidate some floor plans (if possible) to limit the choice available to the customer to a manageable level
- Can focus on improving share of leads from mobile which could improve the performance.

**Objective:** To evaluate the potential for improvement of lead generation across all the regions

**Methodology:** Based on the key performance factors identified, the estimated increase in leads was evaluated to prioritize the initiatives and regions

**Impact:** Implementation of tactical initiatives by market, that lead to better lead generation rates