Perform Interview

1. Objective: Measure the impact of the marketing campaign in local NBA stadium on the brand recall for people segmented in different groups based on their geography, NBA game attendance, and exposure to the conducted marketing campaign.
2. Experiment:
   1. Conduct the marketing campaign in the local NBA stadium every other week for a whole NBA regular season.
   2. Randomly select and interview hundreds or thousands of people under each target group
   3. Compare the brand recall metrics over time calculated for different target groups of people randomly selected for the designed interview.
3. Target people:
   1. Local NBA game attendees for games Zillow Instant Offer campaign was conducted
   2. Local NBA game attendees for games Zillow Instant Offer campaign was NOT conducted
   3. NBA game attendees in similar but different areas
   4. Local non-game attendees (e.g. people pass by the stadium NOT watching the game)
   5. Non-game attendees in similar but different areas
4. Interview method:
   1. Stadium onsite
   2. Email/phone if the stadium or ticket agency is willing to provide ticket buyers’ contact information
5. Interview question:
   1. Do you own a house?
   2. Are you interested in selling your house if you have a good offer?
   3. Through which method you will sell your house? Agent or other methods?
   4. Have you heard of Zillow?
   5. Have you heard of Zillow instant offer?
   6. Can you explain what Zillow instant offer does?
6. Interested metrics
   1. Percent of “natural” Zillow recall by people owning a house
   2. Percent of “guided” ” Zillow recall by people owning a house
   3. Percent of “natural” Zillow recall by people interested in selling their house
   4. Percent of “guided” Zillow recall by people interested in selling their house
   5. Percent of “natural” Zillow Instant Offer recall by people owning a house
   6. Percent of “guided” ” Zillow Instant Offer recall by people owning a house
   7. Percent of “natural” Zillow Instant Offer recall by people interested in selling their house
   8. Percent of “guided” Zillow Instant Offer recall by people interested in selling their house
7. Observation period needed (before the metric is calculated and reported):
   1. Stadium onsite: report metrics using interviewee’s response right after the game
   2. Email/phone: report metrics based on customers’ responses observed in different counting periods:
      1. 1-day after the game
      2. 3-day after the game
      3. 1-week after the game
8. Metric by time intervals (to track metrics and understand the trend over time):
   1. Per home game
   2. Per week
   3. Per month
   4. Per quarter

Track in-house traffics:

* Number of Phone calls for customer service
* Number of Phone calls for customer service inquiring “Zillow Instant Offer”
* Number of visits on Zillow Website
* Number of visits on Zillow Instant Offer traffic
* Number of questions on Zillow products
* Number of questions on Zillow Instant Offer

Track engagement in company’s official page on social media:

Social media channels:

* Facebook
* Instagram
* LinkedIn
* Twitter

Metrics

* Number of likes
* Number of comments
* Number of shares

Track online mentions

1. Objective: Track the frequency of the mentions in online posts/articles over time broken down by media sources and geography
2. Media sources:
   1. Real estate related website/blogs/forums
      1. Local (e.g. craigslist or local agent website)
      2. National (e.g. MLS listings)
   2. General news website/blogs
      1. Local (e.g. local news)
      2. National (e.g. CNN)
   3. Social media posts (e.g. Facebook, Instagram)
3. Metrics:
   1. Frequency of mentioning “Zillow”
   2. Frequency of mentioning “Zillow Instant Offer”
   3. Frequency of mentioning similar terms as “Zillow Instant Offer” (e.g. “Zillow quick quote”)
4. Metric by interval:
   1. Per day
   2. Per week
   3. Per month
   4. Per quarter

Mention tracking (Google, local real estate forum, etc.)

Ad tracking

Social media tracking

Email ad tracking (open, click, request)

Customer service tracking or website traffic

Search tracking (Google)