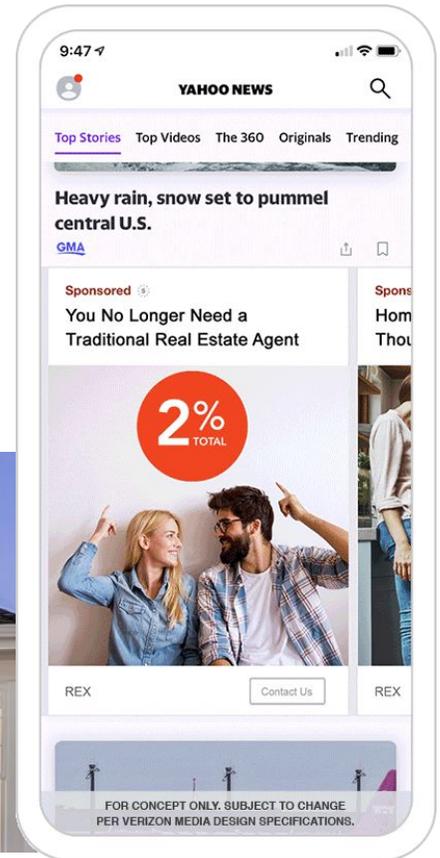


## Case study

# Start-up real estate company REX reaches home sellers with Native

REX is a technology platform that replaces the conventional real estate model with a digital alternative for home-selling. The company leverages big data, artificial intelligence and machine learning to market homes directly to buyers, bypassing traditional agents.



## Goal

- Drive listing leads for REX
- Build brand awareness in-market

## Solution

- Launch robust native campaign to reach home-sellers across touchpoints
- Connect with in-market consumers through first party mail receipt data, search retargeting, competitor conquering and real estate points of interest data
- Prospect new customers through in-depth predictive audience segments (lifestyle, home renovators, movers, mortgage shoppers)

## Results

**+420%**  
increase in conversions

**+79%**  
increase in CTR with Personalized Ads

**+42%**  
brand lift (Verizon Media internal study)

**+343%**  
increase in spend

**+120%**  
YoY ROAS growth

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## Case study

# Home-selling reconstructed

REX wanted to accelerate lead generation and online awareness among in-market home buyers and sellers. The company turned to Verizon Media to increase their digital marketing footprint across mobile and desktop environments. Driving engagement among specific audience subsets of people planning to list their home was key in driving campaign success.

## Building a better digital experience

The campaign targeted new prospects and active browsers using Verizon Media Predictive Audiences. Verizon Media first party data signals helped identify audiences throughout the home-listing sales cycle, using indicators such as recently married couples, new parents or those in market to buy a new home.

A combination of REX 1<sup>st</sup> party CRM data, search data, competitor acquisition and Verizon Media purchase receipt data powered precise retargeting strategies. REX delivered a portfolio of ad units highlighting the savings accrued from skipping the agent and using REX instead.

Sponsored 

Selling your home? Don't pay a 6% commission

Saving consumers millions

\$14,150,319 TOTAL SAVINGS

REX

REX

Contact Us

“**Verizon Media’s in-depth personal data helps us drive marketing performance and efficiency. Robust predictive audience segments enable REX to reach our users at the precise moment in their home selling process.**”

— REX client