iterable

Zillow®

Case Study

Growth Marketing in Real Estate

Zillow®

Zillow is the leading real estate and rental marketplace dedicated to empowering consumers with data, inspiration and knowledge around the place they call home, and connecting them with the best local professionals who can help.

Zillow serves the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. Zillow's living database of more than 110 million U.S. homes includes homes for sale and rent, as well as those not currently on the market.

Key Takeaways

- Zillow uses Iterable for its content marketing messaging, sending targeted, dynamic messages to its customers across the **entire lifecycle**.

- With its sophisticated segmentation and workflow tools, Iterable has enabled Zillow to achieve **161% lift in open rate** and 18% lift in click-to-open rate (CTOR).

- Iterable's scalability ensures that Zillow can easily send messaging to **millions of users**.

Iterable's Impact at Zillow

By using Iterable's growth marketing platform, Zillow has evolved its email strategy from weekly batch-sends to a data-driven nurture and drip program.

This program includes Zillow's welcome series and recurring lifecycle campaigns, both of which are triggered by users' web behavior.

Users are segmented by lifecycle stage in order to receive targeted messages that support their Zillow on-site experience.

By running experiments and A/B testing in Iterable, Zillow can dynamically tailor its messaging to each customer segment. This allows Zillow to better engage its audience and provide valuable upselling opportunities, such as mortgage loans.

Massive Scalability for Agile Marketing Campaigns

Scalability was a major concern for Zillow, which had found itself outgrowing the capabilities of its legacy email service provider.

It was simply taking too long to segment users and manage campaigns for this fast-moving business.

Advantages of Iterable

▶ Massively scalable platform that can message hundreds of millions of users

▶ Modern, easy to use interface for quickly building and running campaigns

▶ Dynamic experiments within messaging workflows for on-the-fly testing

After evaluating several alternatives, Zillow selected Iterable for its ease of use and ability to scale, giving the company a long runway for growth.

Now Zillow's agile email marketing team can spend less time setting up campaigns and focus instead on the work that matters.

"Iterable makes it so easy to accomplish my work. I don't need to swap between tabs or different UIs. Unlike other tools I've used, Iterable is not another hurdle to jump over. It helps me do my job," said Jamie Plankenhorn, Sr. Manager, Email Marketing at Zillow.

Zillow also pointed to Iterable's responsive customer success team as key to its growth marketing efforts.

Plankenhorn explained, "One of the things I love about working with Iterable is how much they do on our behalf. Everybody there is working toward the common goal of making our email marketing successful."

" *Iterable is innovative and is constantly adjusting to the evolving marketing technology landscape. We appreciate this as a like-minded company, because it's so much easier to work with companies that share your ideals.* "
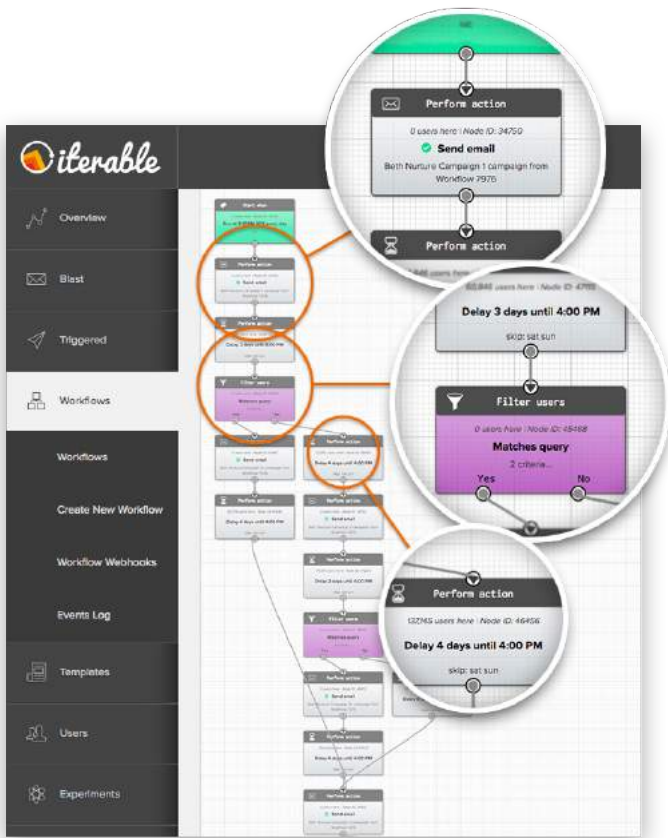
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Workflow Spotlight

Zillow's marketing mission is to map highly relevant content to a customer's journey in finding a new home.

This strategy effectively maintains user engagement across the entire customer lifecycle.

To engage pre-existing users during their home shopping experience, Zillow sends a nurture email campaign with targeted content.

This campaign is more effective than large-scale batch sends, because it delivers content to users in digestible bites when it is most relevant to them.

Here is how it works:

- The campaign is triggered when someone takes an identified home shopping action on the site.

- The campaign includes as many as ten emails over 40 days dependent on email engagement.

- Once users move to the next step of their homeownership journey, they enter into a new lifecycle workflow for more relevant content.

This re-engagement email series has paid off for Zillow, achieving an increase of **161% in open rates** in the first quarter of 2017 after implementing Iterable's solution.

About Iterable

Iterable empowers growth marketers to create world-class user engagement campaigns throughout the full lifecycle, and across all channels. Marketers segment users, build workflows, automate touch points, and test strategies at scale without engineering support.

iterable.com/demo

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Iterable is integral to our future email strategy. We believe we are just scratching the surface of our integration with them and can't wait to dive deeper into the tool's capabilities to see what additional lift in engagement we can unlock!
"

Jamie Plankenhorn
Sr. Manager, Email Marketing at Zillow