

Corcoran used YouTube to unveil the newly revamped Corcoran.com and drive incremental leads to the site



About The Corcoran Group

The Corcoran Group is Manhattan and Brooklyn's largest real estate brokerage with roughly 2,000 agents across 26 offices including the Hamptons and South Florida. As part of the Realogy group of brands, Corcoran is a full service real estate firm focused on finding the best way of living for its clients.

- Website: www.corcoran.com
- YouTube Channel: www.youtube.com/thecorcorangroup
- Location: New York, NY

Goals

- Drive awareness of revamped Corcoran.com website
- Generate a high amount of website views at a low cost
- Promote sharability

Approach

- Used YouTube TrueView in-stream, in-display, and in-search across desktop and mobile to engage urbanites looking for a home
- Complemented YouTube with local television and taxicab advertising to maximize reach
- Teased the campaign and generated interest on social networks

Results

- 1M video views in 7 months at \$.13 cost-per-view
- 0.85% average click-through rate
- 6.8M impressions

While introducing a new website and its features may seem like an ordinary task, Corcoran's approach was anything but ordinary. The company turned to video for the first time to bring a complex message to life, across multiple channels, to reach urbanites looking for a new home.

"We wanted to create something outside of the typical ad format to draw attention to the new website and communicate its holistic offerings," said Matthew Shadbolt, Director of Interactive Product & Marketing, The Corcoran Group. "We decided the primary unit to do that should be YouTube."

The Power of Sight, Sound and Motion

With a newly redesigned website that offered added functionality, social media integration and a better user experience across mobile devices, Corcoran's media strategy focused on introducing Corcoran.com in a sharable way. A YouTube campaign that took real estate seekers on a journey of the new site was a central component given the platform's scale and sociability - with 1 billion unique visitors per day and 100 million people taking a social action every week.

The star of the video campaign was Marcel, a hip French bulldog in search of a new home. To help with his search, Marcel used the new Corcoran.com website to browse listings, find agents and check out neighborhoods. Urbanites looking for a new home that fit their lifestyle were able to experience the entire process through the eyes of Marcel.

While the campaign primarily targeted New York City, Corcoran used Google Analytics to identify other urban markets driving traffic to Corcoran.com such as Philadelphia, Boston and Washington DC. Geo-targeting, in addition to targeting



TrueView ad from Corcoran

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users by interest categories such as home & gardening and food & wine, were effective in reaching North American urbanites in the right contexts.

Cross-Platform Reach

Sixty second TrueView in-stream, in-display and in-search videos drove reach of the campaign across YouTube desktop and mobile, along with :30 and :60-second local television commercials and New York taxicab advertising. Corcoran also used Google+ and Facebook to tease the videos and promote sharability.

YouTube and television worked well together to drive awareness, but Shadbolt noted a key advantage of YouTube's TrueView, "You're able to get a granular level of reporting so you know who is actually watching and who is going to the website." The ability to understand real-time performance and adjust media mid-flight was a key advantage for Corcoran.



TrueView ad from Corcoran

A Million New Views

Corcoran reached 1 million website views and 6.8 million impressions at a \$.13 cost-per-view within 7 months of the campaign launch. Over 90% of the new views were attributable to the TrueView campaign and roughly 30% of them came from mobile devices. The videos generated an average 0.85% click-through rate.

"Overall, we've been thrilled with the results. While a million is a small number for a large brand, it's a massive milestone for us as a local brand, and cements our investment in promoted video," says Shadbolt.

Corcoran agents have been equally excited about the impact of video as a recruitment tool - with a direct correlation between time spent on site and the likelihood to reach out to an agent. "Agents understand the power of video much more than they did before and are even incorporating it as part of their own marketing messages" explains Shadbolt.