



New Blue Ocean Strategy of Real Estate Sector

The Key to Turn Crisis Into Opportunities

Vpon

Background

New Land, founded in 1977, specializes in real estate agency business. By adopting a customer-oriented business model, New Land has been deeply rooted in the market as a long-established and well-known real estate brand with excellent business performance in Taiwan.

January to Spring Festival has always been an off-season for real estate business, while Covid-19 has further hit on industry, blurring the market synergy. The industry faces even greater challenge with lower pedestrian flow and dated marketing strategies to cope with the coronavirus outbreak. New Land has no other decision but to reconstruct its strategy to reduce loss and create new business opportunities.

Under an annual off-season and continuous impact of the pandemic, Vpon as a professional data analytics expert helps brand to catch business opportunities in current complex market, as well as digitally transform and rebuild its business.

Challenge 1

1

External

A Significant Reduction in Pedestrian Flow
Difficult to Master Customer Journey

- Customers had lower intention to view property during off-season. The housing market was significantly cooled under the outbreak of Covid-19.
- Affected by the pandemic, people spent less time outdoors. This posed difficulty for our client to locate and reach their customers. Traditional marketing approach such as POP and flyers were no longer effective.



Challenge 2

2

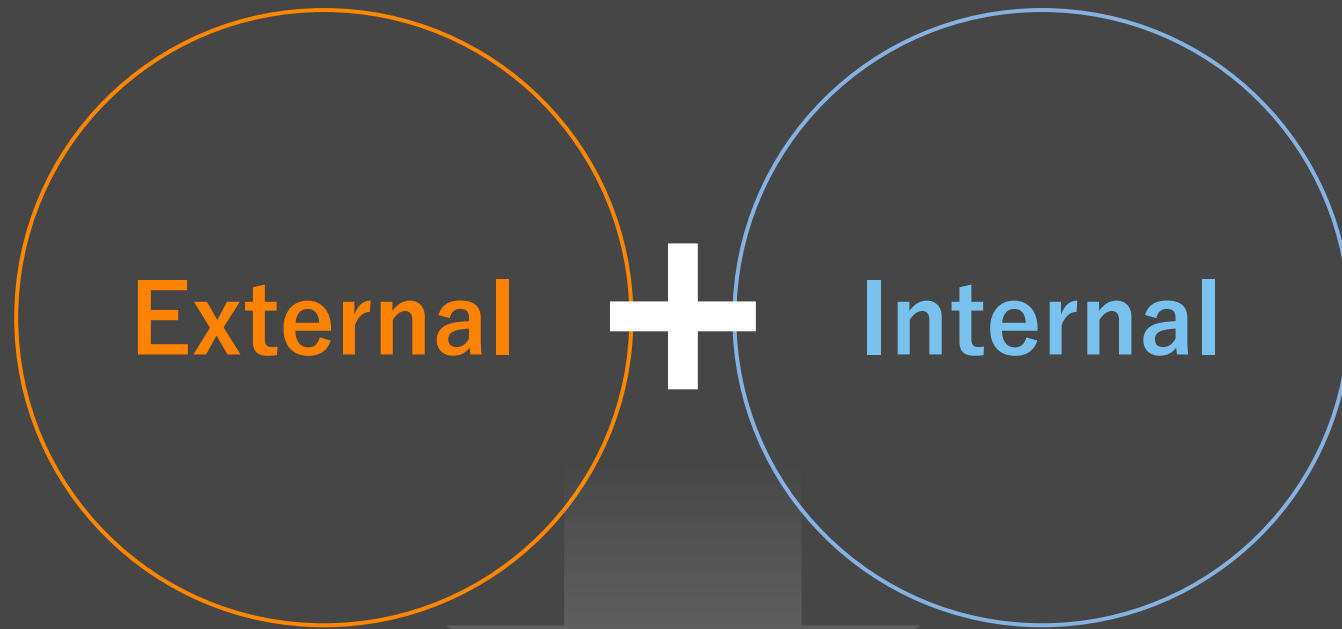
Internal

Poor Efficiency of Traditional Media
Fail to Monitor Marketing Effectiveness

- Real estate often decides the location of marketing exposure and flyers distribution based on traffic flow. However, the brand always finds difficulty in selecting the right spot and generating good result.
- Promotions such as flyers and outdoor billboards give no chance for brand to monitor and evaluate its marketing effectiveness. Brand cannot get to know the behaviour and profile of their potential audience.

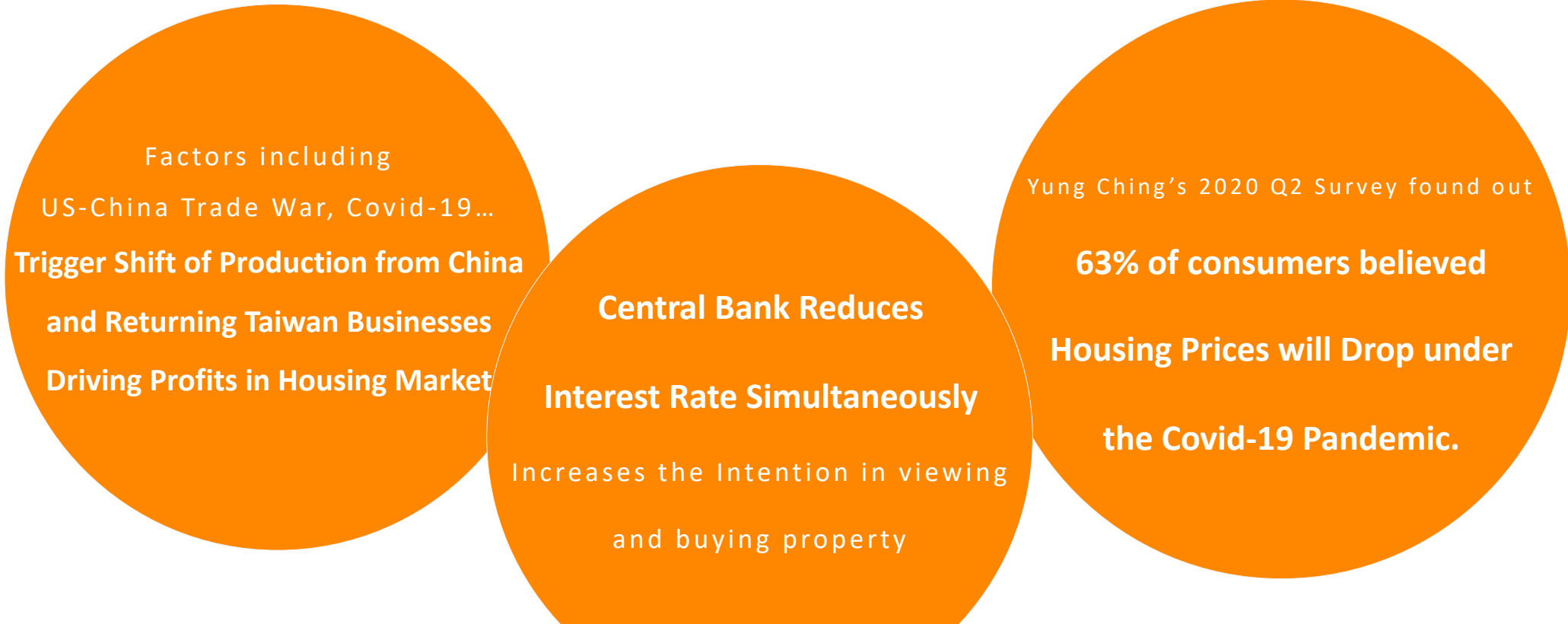


Challenge



Housing market takes a **Great Hit**,
followed by continuous **Economic Downturn**

HOWEVER, Good News Began to Light Up the Market



Advantageous factors create room for Price Negotiation for Consumer,
which is also the **Best Timing** for real estate industry to **Catch Market Opportunity!**

Objective and Strategy

To Promote Brand and Bring Transactions

How to seize new business opportunities
under the prolonging pandemic?

Partnering with Vpon

to Master Locational and Online Data Insight

and Drive Profitable Transactions through Digital Transformation

HOW TO DO?

Pain Point 1
External

A Significant Reduction in Pedestrian Flow
Difficult to Master Customer Journey

Solution 1

Location-based Technique
Targeting Core Audience

Pain Point 2
Internal

Poor Efficiency of Traditional Media
Fail to Monitor Marketing Effectiveness

Solution 2

Online Behavioural Insight
Strengthening Media
Strategy

Solution 1

Location-based Targeting and Online Behavioural Insights

Solution 1 Precise LBS Data

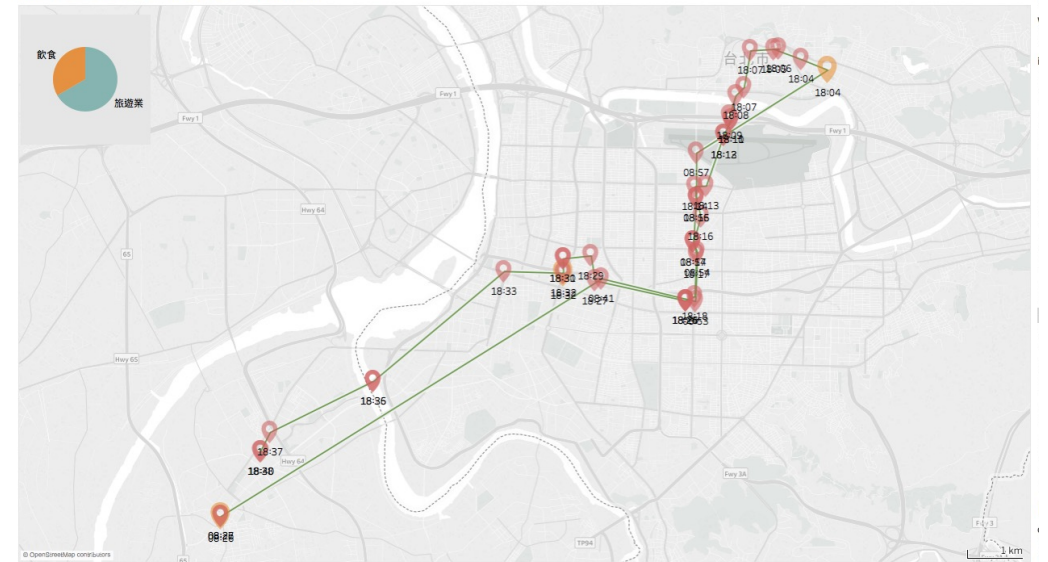
Locking in audience living near to the property



Leveraging Vpon's accurate location-based technique to collect audience's pre-pandemic behavioural data within **3*3km** of targeted locations. .

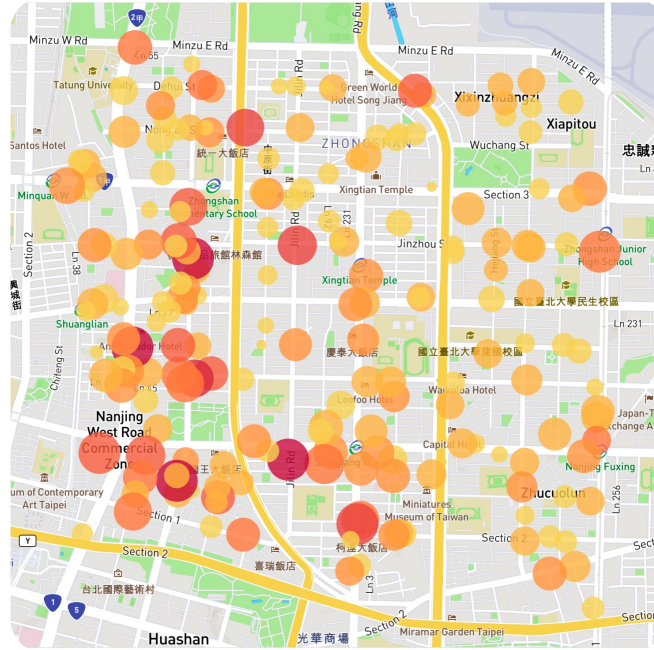
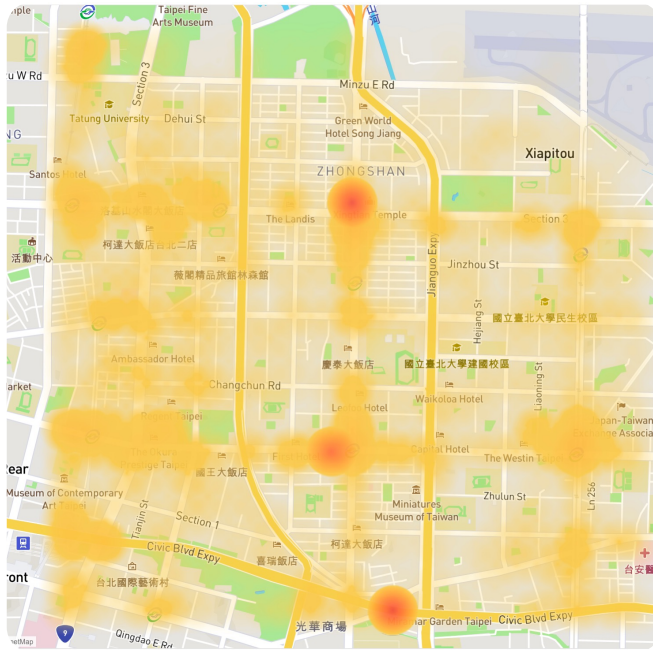
Solution 2 Digital Footprint Tracking

Identifying potential TA around the property



Observing user's daily duration and digital footprints from point-to-point to determine whether the user works near to the targeted property, and also to identify potential audience engaging in cross-district and cross-county commuting.

Mastering Location-based Data Locking Highly Potential Areas



Solution 3 Heatmap of People Flow

Take Marketing Reference on Densely Populated Areas

Through heatmap of offline people flow to accurately identify densely populated areas as marketing reference spot. Data can be cross-examined to categorize potential areas with active human traffic and develop relationship between people flow and property project for improving future marketing plan.

- Observing distribution of people flow in the area and marking darker spots for future targeted ad delivery such as POP and flyers.

- Strengthening marketing on audience with high consumption power identified by integrating insights from different property projects and consumption data.

Breaking Geographical Barriers – Setting Potential TA with Property Features

Feature 1

Unit price falling
between NT\$15-20M

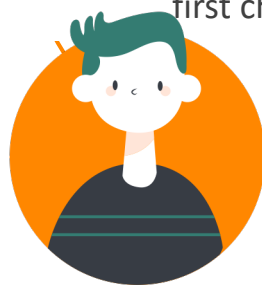


First-Purchase White Collar

Identifying **New Contact Point**
from Property Features
Finding audience group with
desire to purchase

Feature 2

Areas of Banquiao station and
Circular Line becomes their
first choice



MRT Commuter

Feature 3

Green and riverside with
5700m waterfront



Young Family

Feature 4

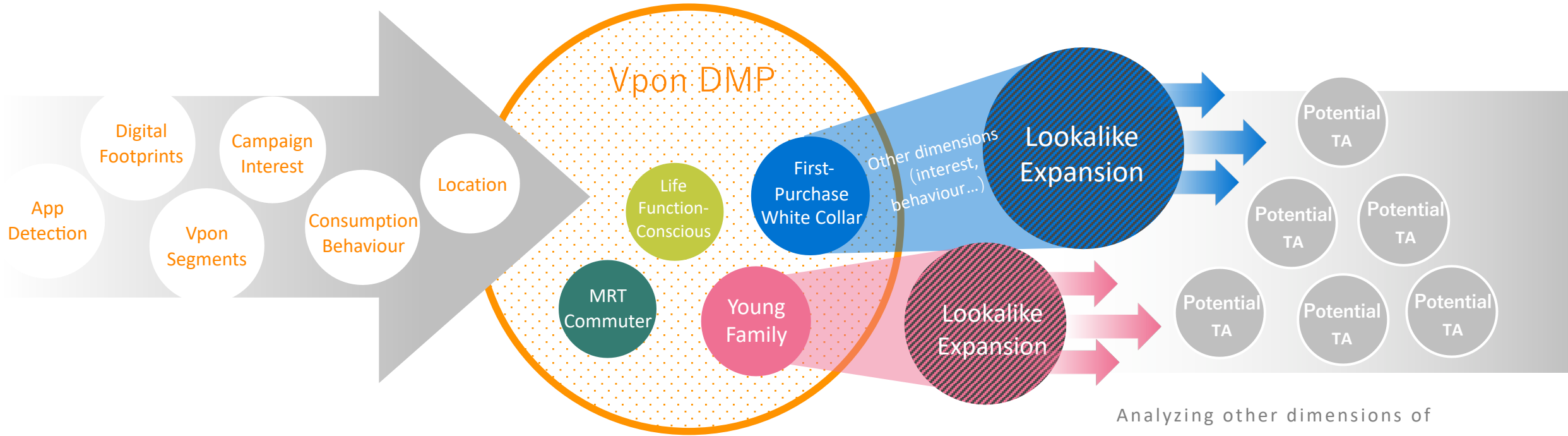
Xinpu, Jangzicui
double living cycle



Life Function-Conscious



Breaking Geographical Barriers – Leveraging Data to Identify Potential Audience



Analyzing other dimensions of the targeted segments to identify more potential TA

Step 1 Leveraging Vpon DMP to identify TA through multidimensional analysis

Step 2 Lookalike expansion on potential TA

Step 3 Diverse Ad Delivery



Adjusting ad content upon different TA to enhance campaign impression and deliver the right message to the right audience

Step 4 Expanding Platform Delivery

Mastering performance of targeted customers in each platform to formulate strategies and maximize its effectiveness.

- Vpon ADN
- Google Network
- Facebook
- Yahoo
- Others...

Vpon 威朋

Google
AdWords

facebook

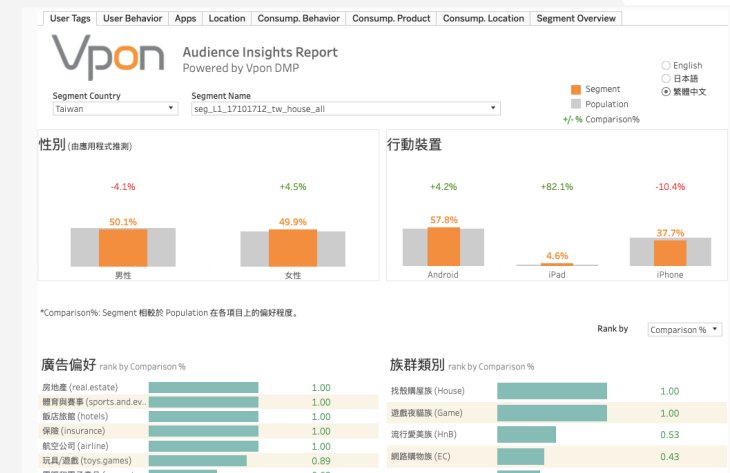
YAHOO!

Flexible cross-platform application with network access by keywords to use data as the basis for subsequent optimization.

Insights from Positive Results



Professional Data Experience



Vpon accumulates **learning and insights from positive results** through market analysis, data collection, integration and application.

Explore and analyze audience **behaviour, interest and consumption pattern** from past potential property purchaser



1-OUTCOME

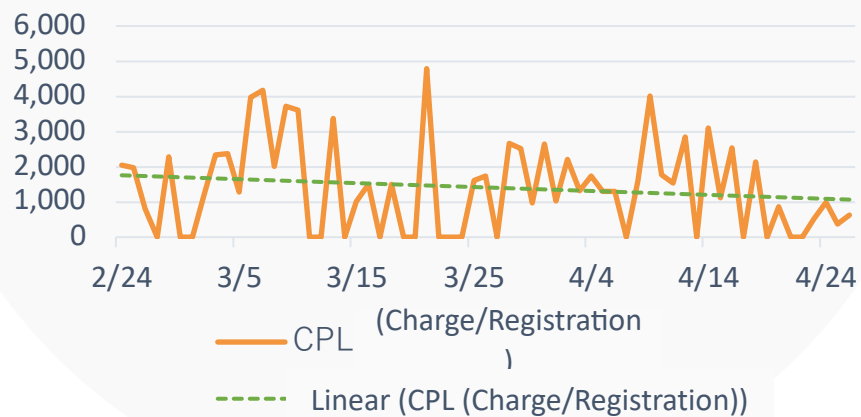
Solution

Data Outcome

With continuous optimization of ad operation

reduces **35%** CPL successfully

CPL Charge



Outstanding performance

within 2 months of partnership

Phase I All Sold Out

Effectively improve overall sales performance!

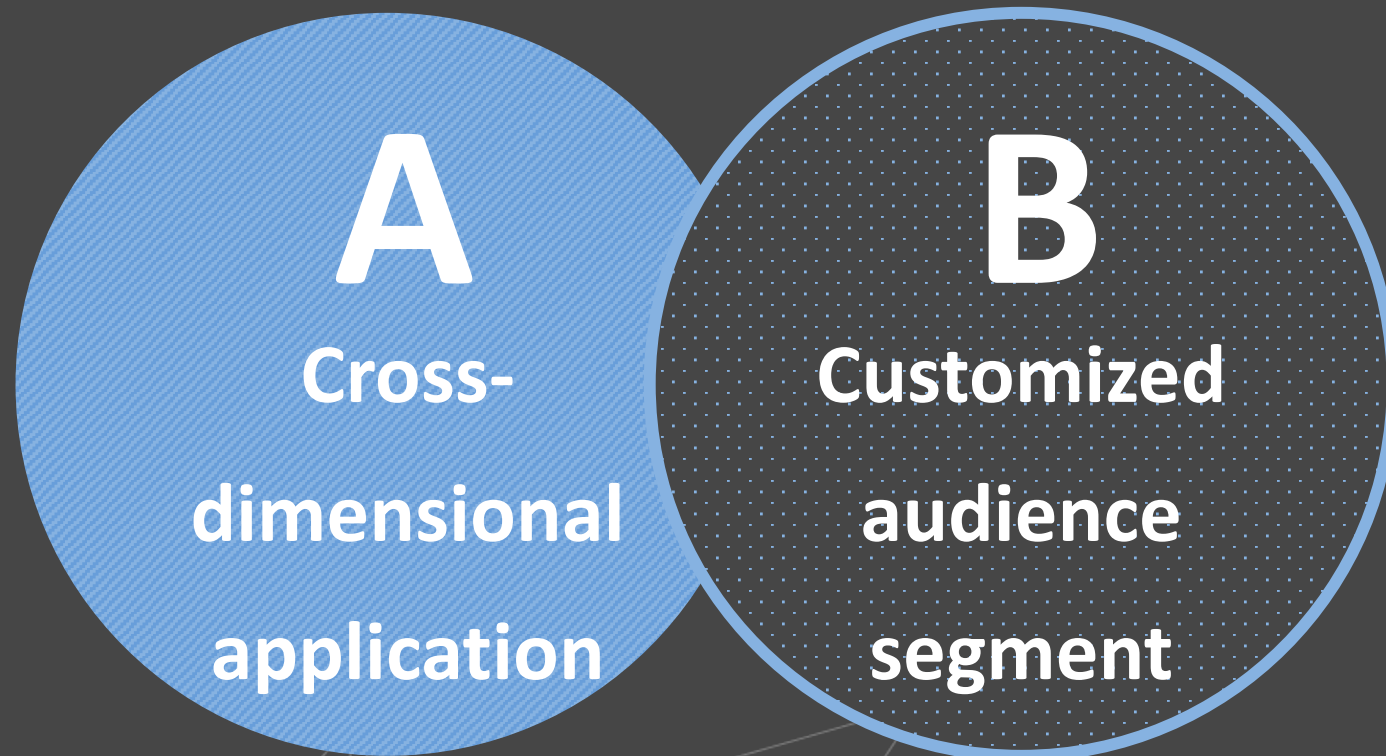


Solution 2

Online and Offline Behavioural Insight
to Analyze Ad Benefit and Formulate Exclusive Strategy

Main Strategy

Real estate clients based on “traffic density” to determine the place for offline ad delivery in the past, which not only failed in evaluating ad performance, but also faced challenges in selecting property location and poor campaign performance. Vpon helps client make use of location-based data to monitor ad performance and optimize marketing measures, as well as develop a better understanding of its potential audience’s behaviour through cross-dimensional data analysis to sustain a long-term marketing strategy.

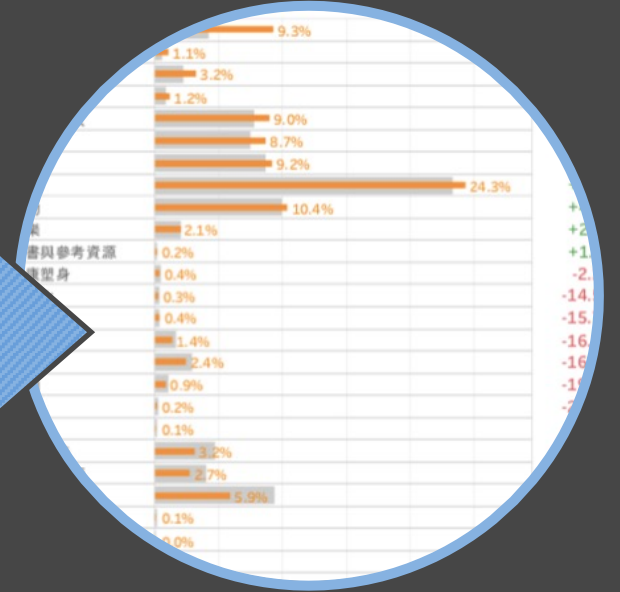




2-A Monitoring Ad Performance through Location-based Data

Solution

Target audience clicked through the ad
 Analyze and observe audience proportion with actual visit at the property



Precisely targeting audience who have clicked on the property ad

Tracking audience who have visited the property

Observe proportion of growth and focuses **data analysis** on audience who have visited the property

2-A Solution

Optimizing Ad Strategy by In-depth Analysis on Audience Who Visited the Property Site

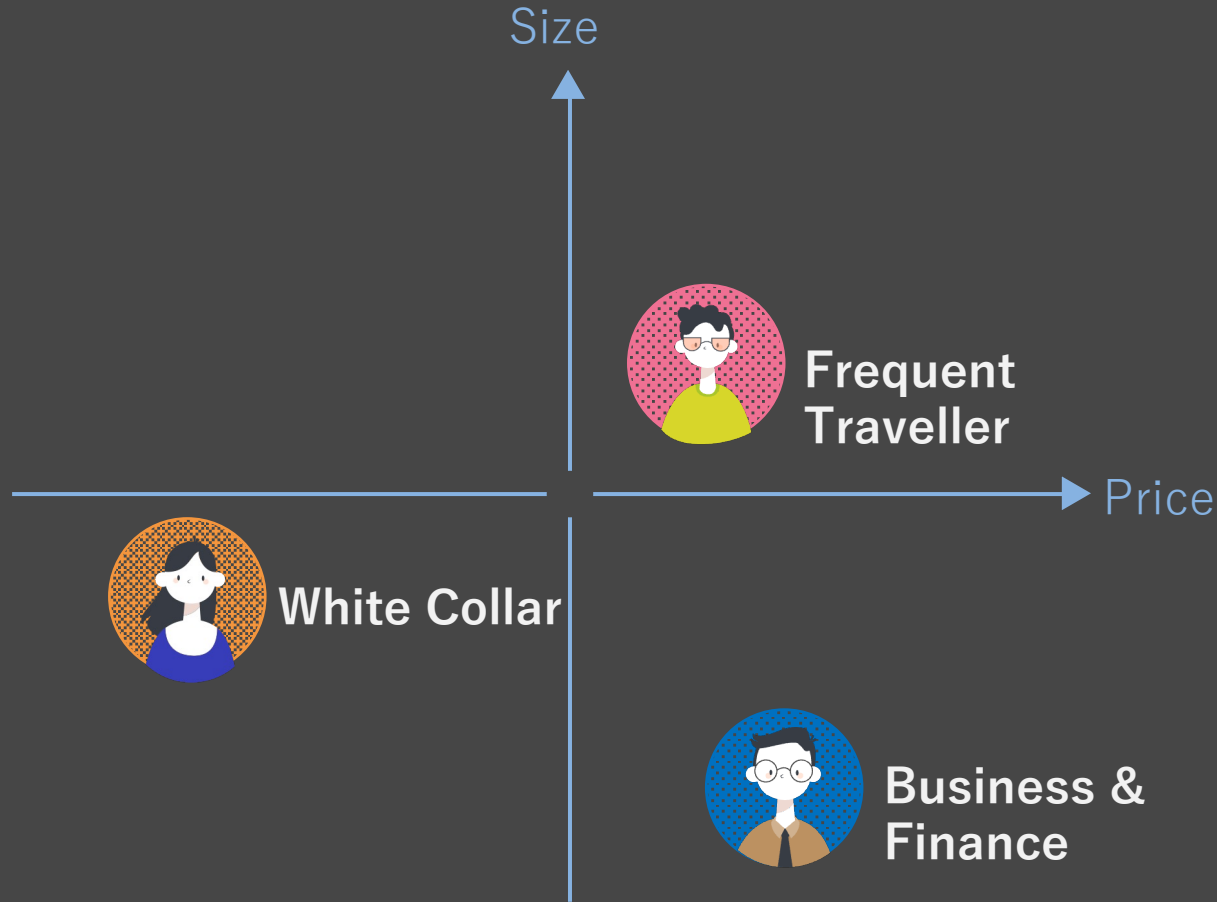


By tracking audience who visited the property site and **integrating other data dimensions** (such as online behaviour, digital footprints etc.) in **Vpon DMP** to dig out audience profile, expand audience pool in new contact point, as well as adjust future marketing content and strategies.



2-B Solution

Future Cooperation on Different Property Projects Customize Exclusive Audience Segments



According to ad category which audience clicked through, audience are segmented upon dimensions including interest, preference and consumption power, and develop exclusive package of cross-media strategies. **For example, it is found after analysis that audience who clicked on ad of property over 20M show interest in travelling and finance. Future marketing direction can relate to these areas in order to enhance the popularity of new property projects.**



2-OUTCOME

Solution

Mastering Strategic Arrangement with Data

Precisely mastering online and offline data to comprehend consumer's needs

A

Examine ad performance
with LBS data
Optimize future ad
strategy

+

B

Integrate with different
property projects
Create exclusive audience
segment

=



Precise targeting
highly potential audience
Help client seize business
opportunities

Recap

Mastering the Pulse of Data

Becoming the Lead of the Industry

Grasp Business Opportunities through Digital Transformation under Covid-19 Pandemic Vpon

Mastering the Pulse of Data Becoming the Lead of the Industry



Mastering LBS data to optimize ad performance and support digital transformation



To comprehend consumer behaviour by leveraging data insight; identify potential audience from new contact points



Grasping district with high offline traffic to expand potential business opportunities for clients

Vpon

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For collaborations

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LinkedIn



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