

immobiliare.it

Immobiliare.it is the leading portal in Italy for online real estate ads with over 950,000 ads posted by real estate agencies and private sellers. After the success of the Criteo display advertising campaigns, Immobiliare expanded the partnership to include Dynamic Email campaigns achieving excellent results.



THE RESULTS

+ 8.3%

incremental conversion to Criteo channel

24.9%

of the clicks are on different device

50%

of the clicks are on mobile

Criteo Dynamic Email exceeded the client's expectations at the same CPO as the display campaign.



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Immobiliare.it wanted to convert more users of their free online tools into paying customers, and knew Criteo Dynamic Email was the way to do it

- *Silvio Pagliani, Co-Founder Immobiliare.it*

Criteo Dynamic Email delivered exceptional service to our site visitors, reaching them across devices with a personalized message and generating conversions at a cost-per-lead equivalent to the Criteo Display program.

The campaign exceeded our expectations with half of the clicks coming from mobile devices, and a quarter of the clicks coming from a different device than the one on which the customer originally opened the email

- *Alessio Cantoro, Online Marketing Manager Immobiliare.it*

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THE RESULT

Encouraging web site visits and converting those visits to registrations across devices was very important to the success of the Email campaign.

- 1 The activation of the Criteo Dynamic Email campaign increased conversions by 8.3%.
- 2 A quarter of the clicks from the email campaign took place on a different device than the one on which the email was sent.
- 3 Half of the total clicks from the campaign was made on mobile devices, of which 19% Android, 13% iOS and the remaining with other operating systems.

THE SOLUTION

Immobiliare.it wanted to drive more users to their web site and convert those users into subscribers who pay to access premium features. They worked with Criteo on an email campaign that encouraged users to go to the Immobiliare.it site from any device. With Criteo Dynamic Email's seamless responsive design, we created Immobiliare.it emails that had the same look and feel as the email sent directly by Immobiliare.it.

Using Criteo Dynamic Email, Immobiliare.it reached a growing number of users with increasingly personalized messages.



HOW IT WORKS

Criteo Dynamic Email leverages our massive network of 16K+ publishers to match anonymous site visitors to email addresses.

That enables Immobiliare.it to retarget site visitors who don't provide an address with dynamic, relevant and personalized email messages. Criteo's strict privacy standards ensure transparency and control at all times. Email recipients can opt-out any time, and Criteo never stores consumer email addresses.

