

# Redfin Battles Soft Real Estate Market with AdReady



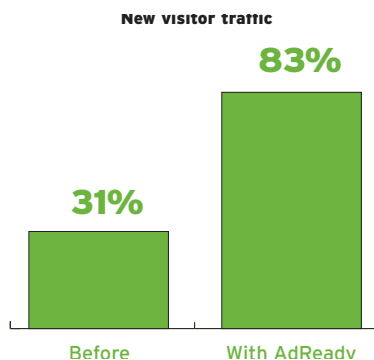
Leading online real estate brokerage Redfin relies on word of mouth to grow its awareness as it expands across the US, as well as marketing itself on search engines and with online display ads to deliver homebuyers to their website. A tall order in today's soft home sales market, Redfin was looking for a high-performing solution to bring increased traffic and targeted new visitors to their site. AdReady delivered right from the get-go with ads that nearly tripled their first-time visitors. [READ MORE.](#)

What began as a limited effort to manage Redfin's small campaigns on Google grew and soon AdReady was responsible for all of Redfin's online media buys. It was a high performance power play that delivered beyond Redfin's expectations: a dramatic increase in new site visitors. In addition to driving large volumes of targeted traffic to the site, AdReady's interactive ads for Redfin have been garnered buzz in the online real estate blogosphere.

## Methodology

- Customized high-performing display ads to drive consumers to [www.redfin.com](http://www.redfin.com)
- Collaborated with Redfin's existing publisher partners to traffic and manage campaigns

## Results



- Consolidated all display advertising results in a single easy-to-use tool
- 83% of traffic from AdReady campaigns came from new visitors; average for other campaigns that deliver new site visitors is 31%.
- Driven by this improved performance, Redfin increased their online advertising budget by 75% in just 4 months.



"AdReady's approach to display advertising is simple, elegant and effective. Their optimization efforts have helped us acquire customers at a lower cost while expanding our marketing reach beyond search."

### Glenn Kelman

CEO, Redfin  
Seattle, Washington

Get more with AdReady! To set up a personal demonstration please call us at 1-866-493-1730.