



COMPANY

Interio Real Estate Services was founded in 2002 and became the fastest growing company in the history of real estate. Today, they are the #1 real estate company in Silicon Valley and have extended their reach across the country and around the globe.

PROBLEM / BUSINESS NEED

Interio had little to no insights on the effectiveness of their marketing and advertising spend. Their previous analytics solution was difficult to use, and did not provide the information they needed. The company wanted to know *where* to target their advertising dollars, and wanted to accurately measure ROI for all campaigns.

SOLUTION

Interio implemented VisiStat's Web Analytics Platform, featuring AdCam and Global Stats. AdCam tracks online advertising, pay-per-click, and e-mail campaigns to show *exactly* what's working and what's not working. Global Stats provides detailed website visitor information down to the city level, enabling Interio to geo-target areas with the largest concentration of visitors to their website.

RESULTS

Interio uncovered a variety of previously unknown problems and missed opportunities related to their online marketing and advertising efforts. VisiStat enabled Interio to identify traffic paths, visitor habits and other patterns to enhance their marketing efforts and monitor visitor satisfaction. The VisiStat solution also enabled Interio to enhance the effectiveness of their search engine marketing, leading to more efficient pay-per-click campaign spending. Because they were able to identify key geographic target markets, Interio was also able to better target their advertising, therefore improving their marketing spend ROI.

"I was looking for real-time data that could help us promote our website and track our results more effectively. VisiStat's real-time data and uncomplicated interface allows us to be more proactive and more efficient."

Derek Overbey, Director of Marketing - Interio