



Real Estate

New home builders, condo developers, and Realty companies, use itracEMS to manage leads, and energize sales, across the company and sale centers. Our programs drive more leads to the sales center, and shorten the sales cycle by segmenting and focusing your sales efforts on quality leads.

Case Studies



Empire Communities
Building a better platform.



Problem

Empire Communities, an award-winning residential and commercial builder in Southern Ontario, had approximately six high-rise and six low-rise projects in various stages of development, and three new projects set to launch in the coming months.

They were experiencing customer-relationship-management issues across the company, as well as media-spend tracking issues relating to active campaigns. They were running a web-based CRM platform, a competing product to the itracEMS system, in their sales centers. The system they were using was causing a lot of headaches for the sales staff, and it was not intuitive or easy to use.

Solution

Empire replaced their previous CRM platform with the itracEMS (Email Marketing CRM platform). Our platform was much easier to use, was easy to set up, featured better analytics and tracking capabilities, and offered a variety of additional unique features which Empire found compelling.

Once itracEMS was implemented across the sales centers, all the walk-in, web-registration and third-party leads would automatically flow into the itracEMS system. Empire sales people in their various sales centers across southern Ontario could access their leads and contacts via any computer with an internet connection.

The itracEMS tracks all leads through the sales process. It allows Management Reporting and Analytics; and it incorporates one-to-one Web Tracking Behavior, Email Tracking, Lead Scoring, Task-Management Tracking and a variety of custom reports specifically for Empire's management team.

Results

As of early 2009, Empire Communities has continued its accent to be one of the most successful Canadian builders of new homes and condos. The company consistently launches and successfully markets top-notch development projects (for example, Fly Condos and The Modern) in the very challenging 2009 sales environment.

itracEMS has been integrated across the Empire sales organization, and customized in a number of ways, to meet Empire Communities unique goals and objectives. The Email Marketing, Web Analytics tracking, and Lead Scoring capabilities of the itracEMS have helped Empire sales teams stay a step ahead of the competition by taking advantage of a deeper knowledge of the customer base.

In addition, the ease of implementation and use has been tremendously valuable in training new staff and teams, as sales centers scale up and down according to each phase of the project marketing plan.

Many custom reports and features have been layered on the itracEMS platform to provide

Empire management with the KPIs (key performance indicators) they require to maintain a clear path to meet their business sales and marketing objectives.

Freed Developments
Going in-house for out-of-the-ordinary results.



Problem

In late 2008 Freed Developments had made a huge strategic marketing/sales shift where they were moving away from their traditional sales partner, and bringing the sales force function in-house.

This was a major corporate initiative which required developing all the in-house resources, processes and tools of an in-house sales force. By taking the traditional realtor sales company out of the equation, the responsibility for generating and nurturing leads would fall on the brand new Freed Developments sales force.

This created a necessity for a sophisticated Lead Acquisition/Development strategy and a way to organize and manage all these new leads to close business.

Solution

In late 2008, Freed Developments engaged itracMEDIA to develop a sophisticated Lead Acquisition strategy and to manage all the leads across the sales center using the itracEMS Platform.

Freed's traditional marketing budget was dwindling on a number of high-profile projects in the final stage of sales, and Freed wanted a low-cost high-ROI option to really push the project sales forward and keep the momentum and buzz going.

itracMEDIA's Lead Acquisition program utilized cutting-edge highly measurable channels such as Google PPC, social marketing, and conversion-focused landing pages, combined with very tight analytics to keep the ball rolling. These channels continued to deliver high-quality leads to Freed's new sales force long after the traditional marketing budget tap had been shut off.

Results

The cost per lead related to the itracMEDIA Lead Acquisition program was a fraction of the cost of the traditional marketing spend on the order of 1/30 to 1/10 the cost per lead.

The success of the program has proven to Freed that this channel is the future of advertising and absolutely critical to their marketing strategy to be successful in the future.

The Lead Acquisition program has now moved onto the organic-optimization phase. The goal is to build free traffic for Freed Developments for the proven high-quality search terms (such as "Toronto Condos") which deliver 85% of traffic through paid media.

Freed Development's position is that this program is a no-brainer going forward — it absolutely makes sense and delivers a powerful ROI.

Erickson Communities
Leading the way to maximized sales.



Problem

In early 2007, Erickson Communities was having challenges segmenting leads into their clearly defined sales funnel. Erickson had identified the demographic profile for a high-quality lead, but was having difficulty segmenting these leads out and managing them through a clearly defined process.

Erickson was frustrated with the limitations of their existing software-based CRM system and its inability to generate and capture behavioral activity data and append this to a leads profile. This data was critical for Erickson to accomplish the level of segmentation and targeting they felt would deliver the ROI they were looking for.

Solution

Erickson Communities partnered with itracMEDIA in early 2007 to implement the itracEMS (Email Marketing CRM platform), across their 19 communities. The objective was to utilize the itracEMS to manage all aspects of email marketing, capture web activity, generate Lead Scoring, and manage automatic email-response triggers.

By connecting the itracEMS to all of the Erickson Communities websites and deploying email campaigns through the system, Erickson was able to create a very detailed Lead Scoring Analytics profile for their entire contact database.

Lead Scoring enabled the sales force to identify high-quality leads in real time based on their historical behavior.

Results

This new way of looking at prospects has opened up Erickson's eyes to an entirely new way of looking at their leads and enables their sales force to intercept high-quality prospects, and nurture the relationship very early in the sales process.

You might call this skating to the puck rather than waiting for the action to come to you, so to speak. The delivery of useful prospect behavioral reports right to the sales forces email box and desktop has helped ignite a paradigm shift in the way the sales force reacts and immediately responds to buy signals.

Erickson is convinced this type of cutting-edge marketing/sales integration and analytics, put them in a class ahead of their competition.