



RE-Target™ Case Study

Pinellas REALTOR® Organization & Central Pasco REALTOR® Organization

About the Organization

- 9,000 REALTOR® members
- 500 Affiliate members

About RE-Target™

RE-Target is a fully managed communications channel that delivers segmented messaging & advertising within an organization's MLS and Member Dashboard, promoting tools, resources & services to the right members, at the right time!

Background

PRO/CPRO had challenges creating awareness of new member services, events, & resources, getting members to engage & generating new opportunities for non-dues revenue.

Challenges/Solutions

1) Traditional communication channels, like email, had consistently low open rates

SOLUTION: RE-Target reached members where they were most active - their MLS Dashboard (Clarity) - with engaging displays, generating hundreds of thousands of impressions each month.

2) Effective communications programs required time-consuming work by staff

SOLUTION: RE-Target was fully managed and employed built-in segmentation, ensuring communications were delivered to the right agents, generating thousands of clicks each month.

3) Sponsors & Affiliate Members had limited opportunities to engage with agent & broker members

SOLUTION: RE-Target display points were utilized by Affiliate Members & local businesses, generating advertising revenue, supporting the local business community & enhancing the Affiliate Membership offerings with digital advertising packages.



PRO/CPRO RE-Target™ Performance Metrics for March, 2021

TOTAL IMPRESSIONS

460,063

BILLBOARD CLICK RATE

2.01%

1340% above
benchmark metrics

TOTAL CLICKS

4,625

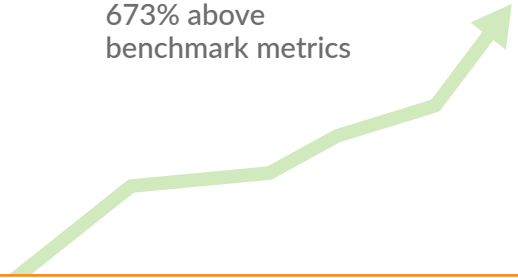
GROSS AD REVENUE

\$16,197

CLICK RATE

1.01%

673% above
benchmark metrics



Outcome

Improved awareness and engagement

- RE-Target's behavioral intelligence gives The Organization a more efficient & targeted way to communicate with members.
- The Organization uses behavioral insights from RE-Target data to deliver relevant content to the right members at the right time.

Meaningful non-dues revenue

- RE-Target generates significant recurring non-dues revenue & enhances the Affiliate Membership offering.
- The Organization maintains full advertorial oversight with limited-to-no staff time.



“With RE-Target™, we’re generating profit, helping our affiliates, and supporting all of our internal initiatives. Engagement just went UP. It was unbelievable.” - David Bennett, CEO, PRO/CPRO

T3 Sixty Discusses RE-Target with PRO/CPRO

Watch the video at <http://bit.ly/T360-RE-Target>.



For More info



Schedule Meeting

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