

LQ DIGITAL
CASE STUDY

NEWHOME
GUIDE

124%
improvement in
conversion



68%
reduction
in CPL

NEWHOMEGUIDE.COM DOUBLES LEAD VOLUME WHILE IMPROVING CONVERSION RATE BY 124%

[NewHomeGuide.com](https://www.newhomeguide.com) is an industry leading resource for home buyers searching for new home developments and serves as part of a comprehensive media strategy for new home builders and marketers since 1999. As the industry and consumer preferences shifted from print to digital, NHG knew they had to adapt in order to maintain their prominent position in the market. After investing in a strategic website relaunch to grow their digital presence in 2017, NHG partnered with LQ Digital to drive more online traffic and give new home buyers a better way to shop and engage with builders and new communities.

To drive growth, NHG reached beyond their in-house team to expand their SEM capabilities and expertise. They also sought for help to be more agile when it came to optimizing their newly launched website over time. NHG turned to LQ Digital for their expertise in the real estate industry to revamp their search engine marketing (SEM) strategy and conversion rate optimization (CRO) efforts. LQ proposed and engaged with

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NHG on a pay-for-performance model, further validating their confidence in delivering ROI back to NHG.

For the first 2 months, LQ focused on SEM optimization by restructuring their campaigns and keyword inventory for all active markets. LQ also developed several new campaigns geared towards builders who were part of their “Upgraded Listings” program and made sure NHG had high search visibility and positioning when potential advertisers searched on “new home + location” keywords. As a result, NHG doubled their lead volume while reducing their cost per lead (CPL) by 68% YoY which was even more impressive as the campaign ran during the cyclically slow real estate season. While driving significant lead growth, LQ also managed search marketing spend effectively so that overall media spend declined by 29%.

After establishing a healthy benchmark for digital traffic, tackling conversion was up next. NHG needed the website to play a dual role—allow home buyers to easily find the information they were looking for while providing builders better ways to connect directly with potential buyers. LQ implemented several rounds of CRO activities ranging from optimized experience for both desktop and mobile users to ensuring SEM ad traffic was mapped to the appropriate city-level landing pages. Conversion rate improved by 124% YoY as a result of combined SEM and CRO efforts. In the next phase, LQ will help NHG by analyzing opportunities to improve lead quality to ensure buyers with highest intentions can be quickly connected with the appropriate builders.

“What has been most impressive is LQ Digital’s ability to be agile and drive changes at a speed that we weren’t driving internally. I have tapped into marketing experts that continuously strive for high performance to improve our digital acquisition and are aligned with our growth. I look forward to our next phase: which is driving even higher quality that results in even more impact for our clients.”

— Ashley Arnall, VP of New Homes



LQ Digital is a customer acquisition company. Our mission is to help brands win profitable customers. We do this with our people, our technology platform and our full funnel approach. What makes us unique is we are obsessed with lifetime value, are paid on performance and bring an objective marketwide perspective on your acquisition strategy. Call 1.800.670.3515 now and speak with one of our digital media specialists or visit us at lqdigital.com and start today.