
SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY
Art + Science = Winning
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MMA
MOBILE MARKETING ASSOCIATION

About Trulia

Multi-Platform Real Estate Search and Discovery

- Founded by Pete Flint and Sami Inkinen at Stanford in 2004
- Went Public in September 2012
- 57M unique visitors in July; monthly mobile growth at 90%+ YOY
- 13+ apps for home buyers, renters and real estate agents
- 1,000+ employees in SF, NYC, Denver and Bellevue

Trulia at the Start of Home Buying Season 2014

Market

- Big market, right market
- No clear category winner
- Home buying season was upon us

TRLA Company

- Loved product but low awareness
- High mobile adoption
- Opportunity to scale audience and awareness with focus on mobile



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The Art: Deep Consumer Insights



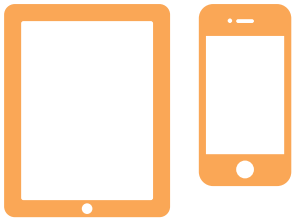
- ~900 hours with >2000 people
- Interviews, ride-alongs, diary studies and more
- Omnibus survey data
- Behavioral data from product usage

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Deep Understanding of Our High Value Consumers

More Female





More Mobile

More Affluent





More Serious

Source: Trulia Survey June 2013 and Quarterly Consumer Surveys 2013.

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Their Home Buying Experience Is Evolving

92% of consumers use the internet to search for homes

77% of home buyers drive by a home they saw online

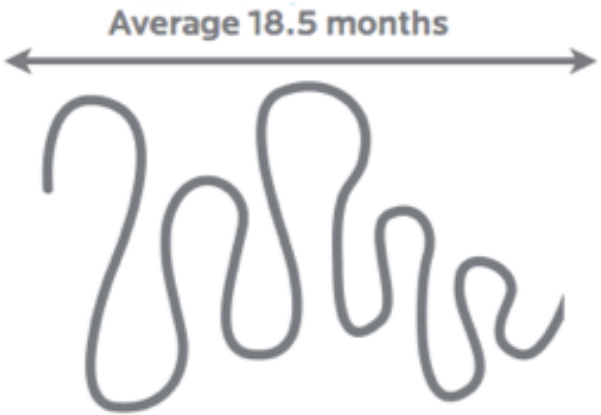
45% of home buyers use a mobile app or mobile website

Source: NAR 2013 Profile of Home Buyers and Sellers, December 2013
Source: The Digital House Hunt: Consumer and Market Trends in Real Estate, 2013

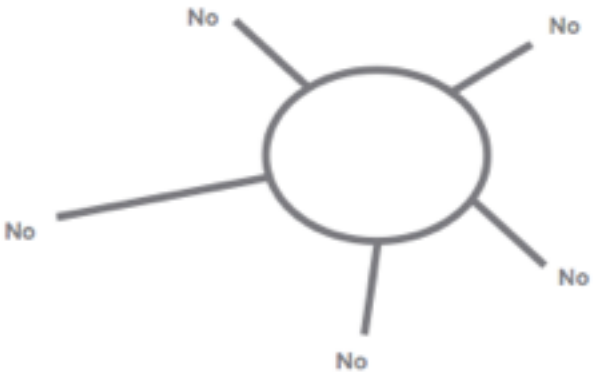
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But, It's Still Long and Complex

Lots of Wandering



And Getting Stuck



Source: Trulia Ethnographic Research June 2013.

Full of Drama and Stress



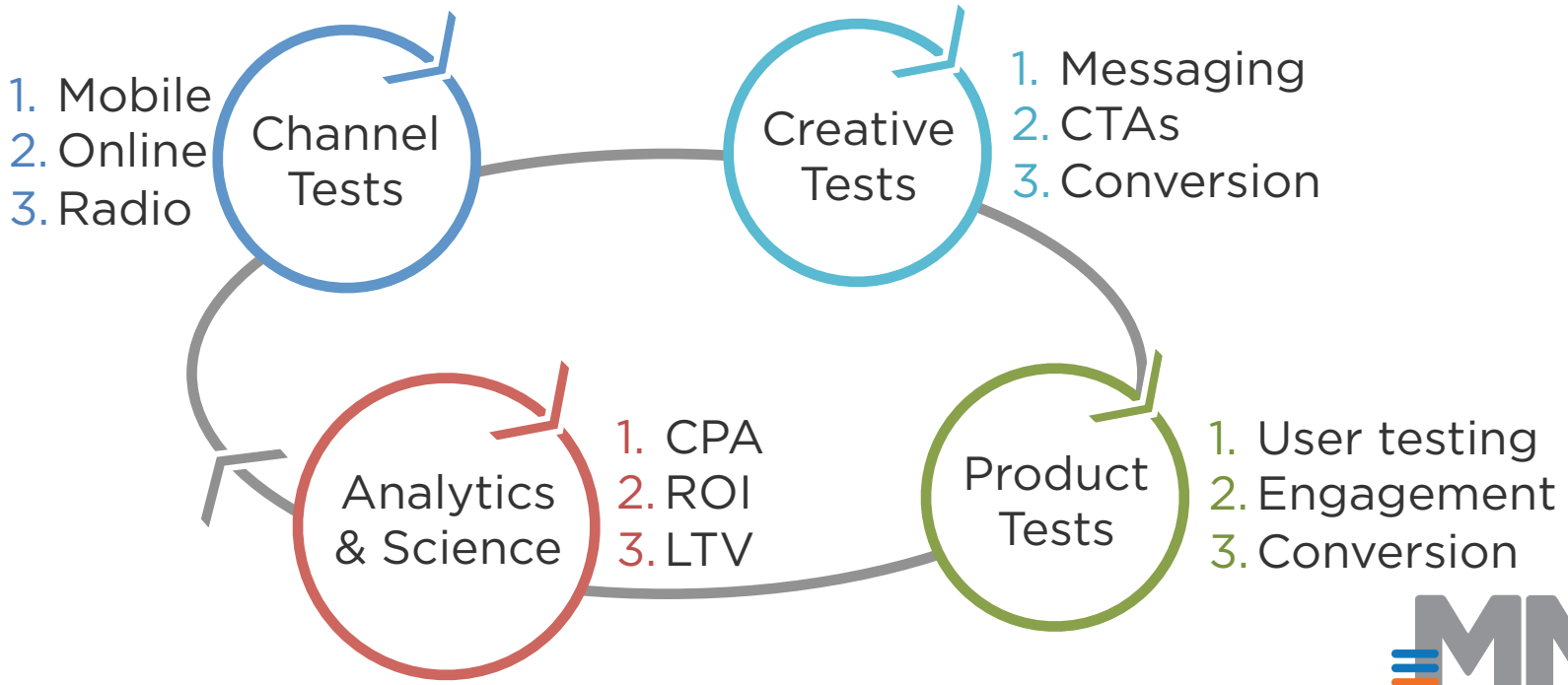
"It's an emotional rollercoaster."

"After two years of looking, I don't think I even know what I like anymore. I don't know what my tastes are."

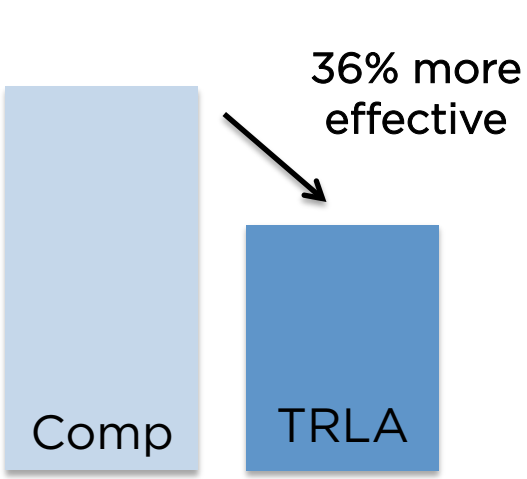
"I was terrified about such a big purchase."

Source: Trulia Ethnographic Research June 2013.

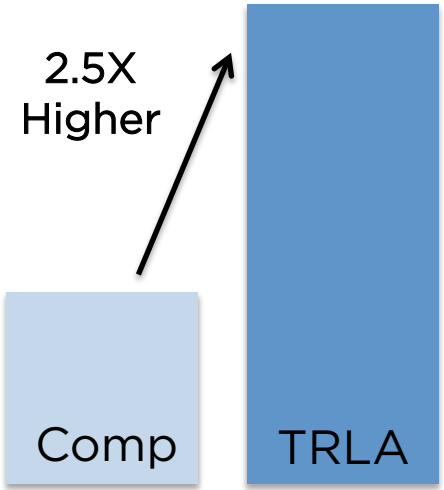
The Science: Rapid Test and Iteration



The Science: Mobile Acquisition Outperformed Category



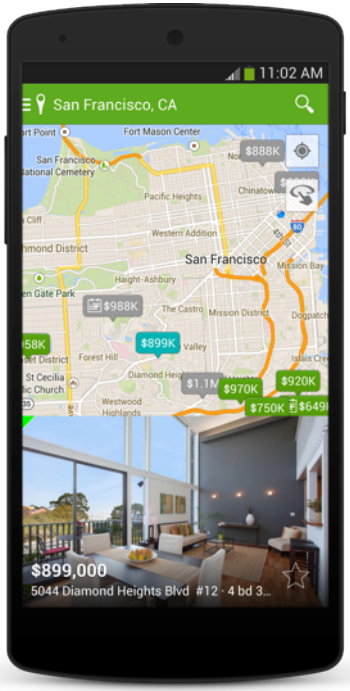
Cost Per Install

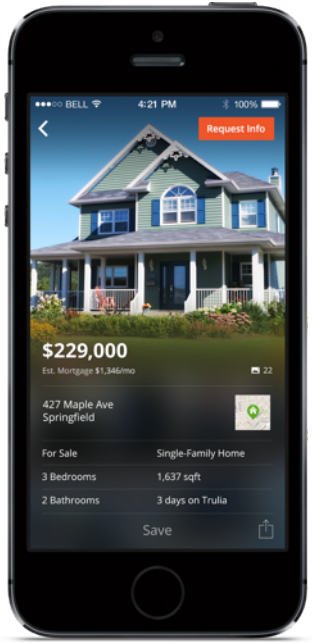


Click Thru Rate

Source: Trulia marketing tests and advertiser channel internal data, Q4'13.

The Science: Concurrent User Testing Lifts Engagement





User engagement lifts up to 20% through CTA testing of:

- Prominence
- Placement
- Copy

Source: Trulia product tests.

The Science: National Volume Lifts Key Measures

22% Incremental lift to CPA and CPL with national volume

30% Incremental lift to CPR (which leads to leads) with national volume

Source: Trulia marketing tests.

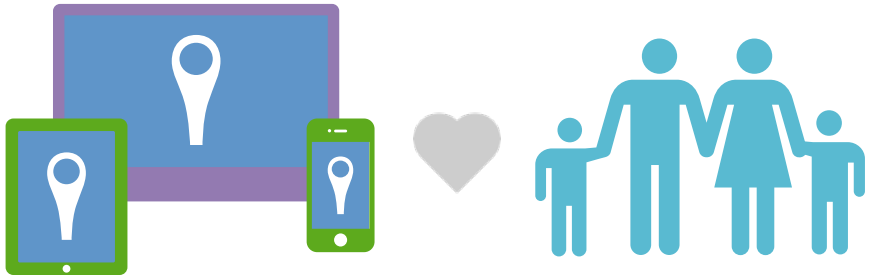
Art + Science = Trulia's First-Ever National Campaign and Mobile Re-Launch

What

- Multi-channel campaign
- Runs through home buying season (Spring-Fall)

How

- Channels
- Target audience
- Creative
- Product re-design



Win Engaged Mobile Buyers

Campaign goals

#1 Direct response / performance

#2 Brand building



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Target audience

- Women, 25-54
- College educated
- Married
- “Fiscally fit, confident spenders”
- Consider themselves smart, well-informed
- Mobile-first



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Creative approach

- Authentic and real
- Mobile-focused
- Performance-driven



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Buying a home is an emotional rollercoaster


a gauntlet
of unknowns.
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SAMSUNG
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Request Info
$249,000
218 Main St.
Woodfield
1,750 sqft
Built in 1928
Single Family Home
5 days on Trulia
3 Bedrooms
2 Bathrooms
What can we
afford?
trulia


Is the neighborhood safe?
trulia
3289 Belwood Drive, Springfield
Nearby
Monthly Mortgage
$1,346
Are the schools any good ?
trulia


trulia
Trulia helps you
find the
right answers
trulia

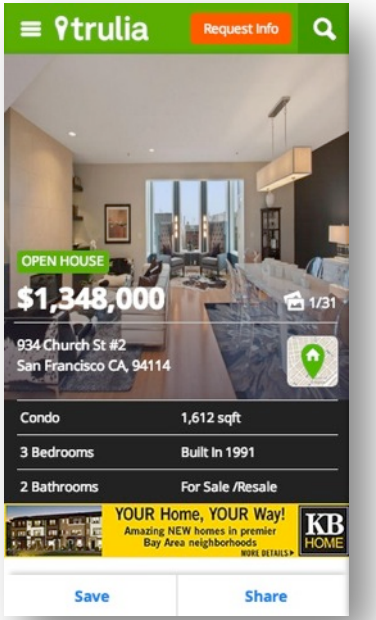

When you have the
answers you experience an
epiphany
trulia

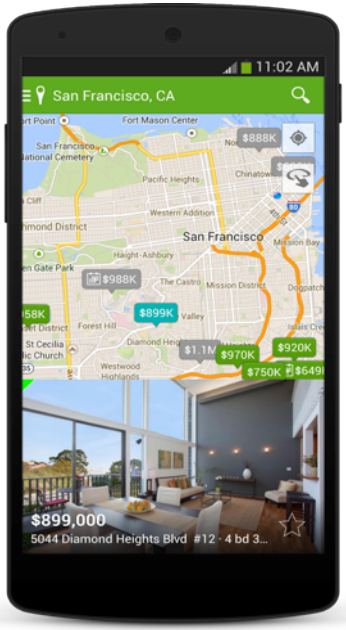

You realize this is
‘the one’
trulia

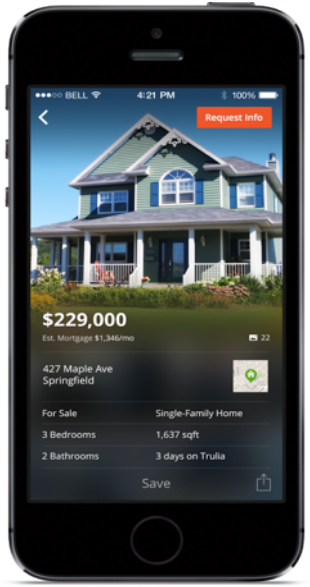
That's your moment of



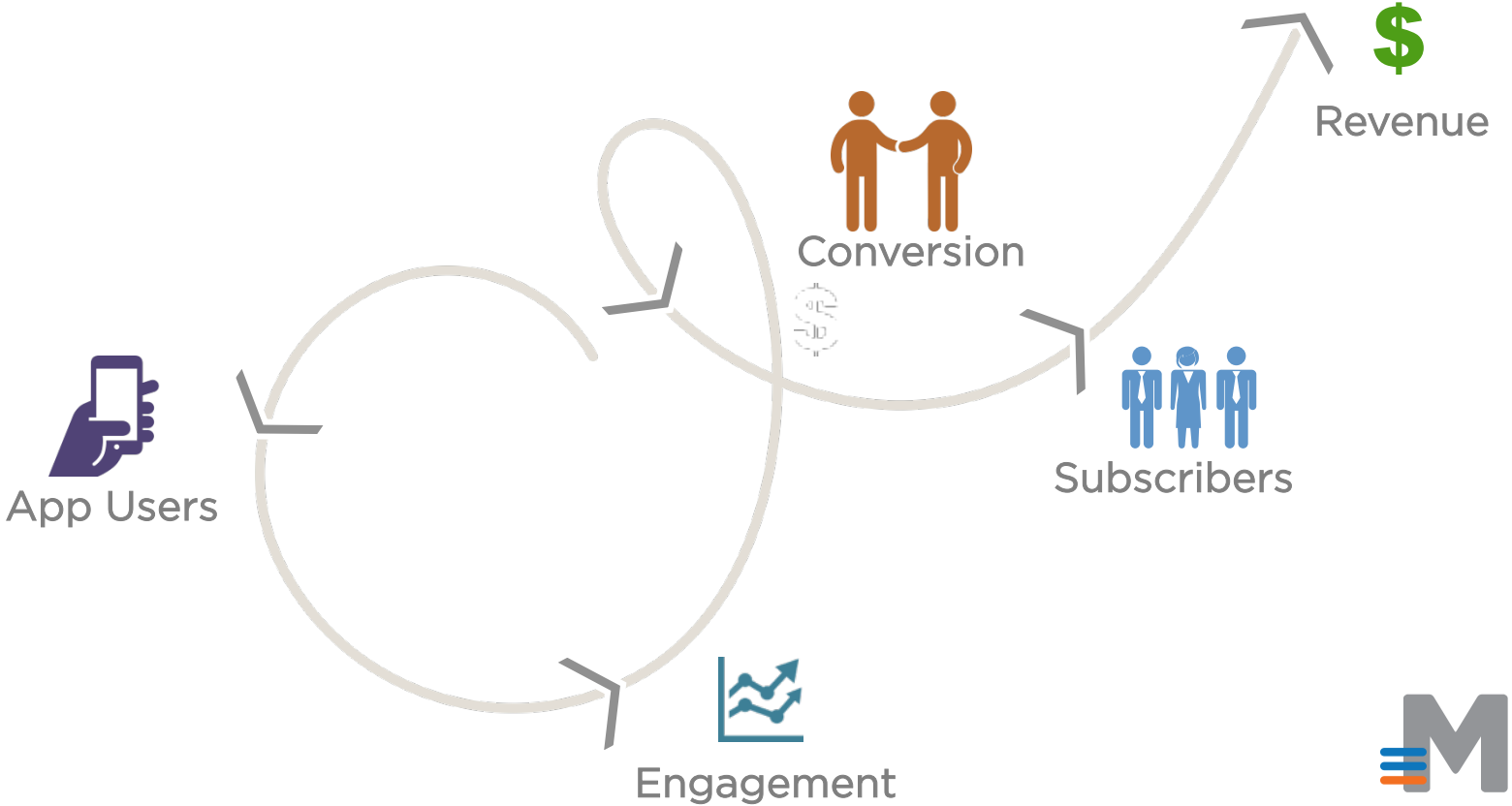
Trulia Mobile Re-Launch – Mobile Site and Apps







How We Measure Success



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THANK YOU!

@kirasw

@trulia

Download our apps!

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