



- Company** RealtyTrac is the leading online marketplace for foreclosure properties, providing all the resources that home seekers, investors and real estate agents need to locate, evaluate and buy properties at below market value. The company has expanded the content on its Web site beyond foreclosure properties to include for-sale-by-owner, resale and new-construction homes as well, increasing the number of properties available for home buyers to over one million.
- Challenge** RealtyTrac felt that the Cost-Per-Click (CPC) from their previous ad network were too low and they wanted to increase their revenue as well as the value of their Pay-Per-Click (PPC) inventory. They also wanted more control over the ads that appeared on their site and specifically to eliminate advertisements from competitors that seemed to always seep through from other ad networks.
- Solution** RealtyTrac teamed up with Marchex and launched a site-specific PPC marketplace which enabled them to leverage the quality of their audience to garner higher bid prices for their contextual inventory. Using Marchex Adhere vs. another ad network, RealtyTrac was able to control the advertisers who appeared on their site, eliminating unwanted competitor ads while generating higher revenues.
- Results**
- By working with Marchex Adhere, RealtyTrac was able to increase their average bid price.
  - The RealtyTrac marketplace powered by Marchex Adhere provided them with over 200 new advertisers.
  - RealtyTrac was able to leverage the PPC advertising relationships from Marchex Adhere and actively sell advertisers into their graphical advertising units.
- Quote** "With minimal expense and resources, we have been able to leverage our high-quality audience to generate higher revenue and capture a greater share of the search advertising dollars that are out there" said David Moor, Advertising Manager, RealtyTrac. "Gaining control over our ad inventory was also very important when selecting Marchex Adhere and as an added bonus, as we were now selling PPC directly to advertisers, we were able to build those relationships and up-sell a number of advertisers to purchase graphical inventory."

