HOW APARTMENT LIST PARTNERED WITH BYTEGAIN TO *IDENTIFY AND TARGET* ITS HIGHEST VALUE USERS

ByteGain makes artificial intelligence available to any business. We work with some of the top companies in the world to harness the ability of machine learning to better engage and market to customers. Here's the story of how one leading apartment search marketplace saw great success using ByteGain's technology.

Apartment List is a leading online marketplace for rental homes and apartments

John Kobs and Chris Erickson both had terrible experiences trying to rent an apartment. Together in 2011, they founded Apartment List with the aim of making the rental process more efficient, transparent, and enjoyable. Today, Apartment List is the fastest growing apartment site in the U.S. with its website and mobile apps reaching millions of renters every month, and matching them with a home that fits their needs.

OBJECTIVE

Identify and engage in-market renters

Companies in the online apartment rental space find it difficult to distinguish between renters browsing for an apartment and those actively in-market to sign a lease.

While the industry traditionally markets to every renter the same way, regardless of intent, Apartment List sought to identify only those in-market renters to focus marketing efforts.

Predict user behavior using a deep learning model

Apartment List User Segments by Rent Intent

Apartment List used ByteGain's machine learning model to buy retargeting ads on Facebook & Google AdWords

The "Highest" segment was used to drive intelligent retargeting on Facebook & Google AdWords

287

104

100 is average

63

33

12

Rent Intent Score

Lowest   Low   Middle   High   Highest

User Segments

ByteGain Inc, 2018

Every marketer's dream is to **understand the intent** of a customer. Using tens of billions of data points, Apartment List partnered with ByteGain to train a deep learning model to predict the preferences, behavior, and intent of every renter who visited Apartment List's website and apps.

First, the model predicted whether a user was likely to sign a lease in the next few months. And if so, whether they would organically sign with Apartment List or go elsewhere.

Using this model, ByteGain helped Apartment List buy retargeting ads on Facebook and Google Adwords to **re-engage the most valuable segments** of users.
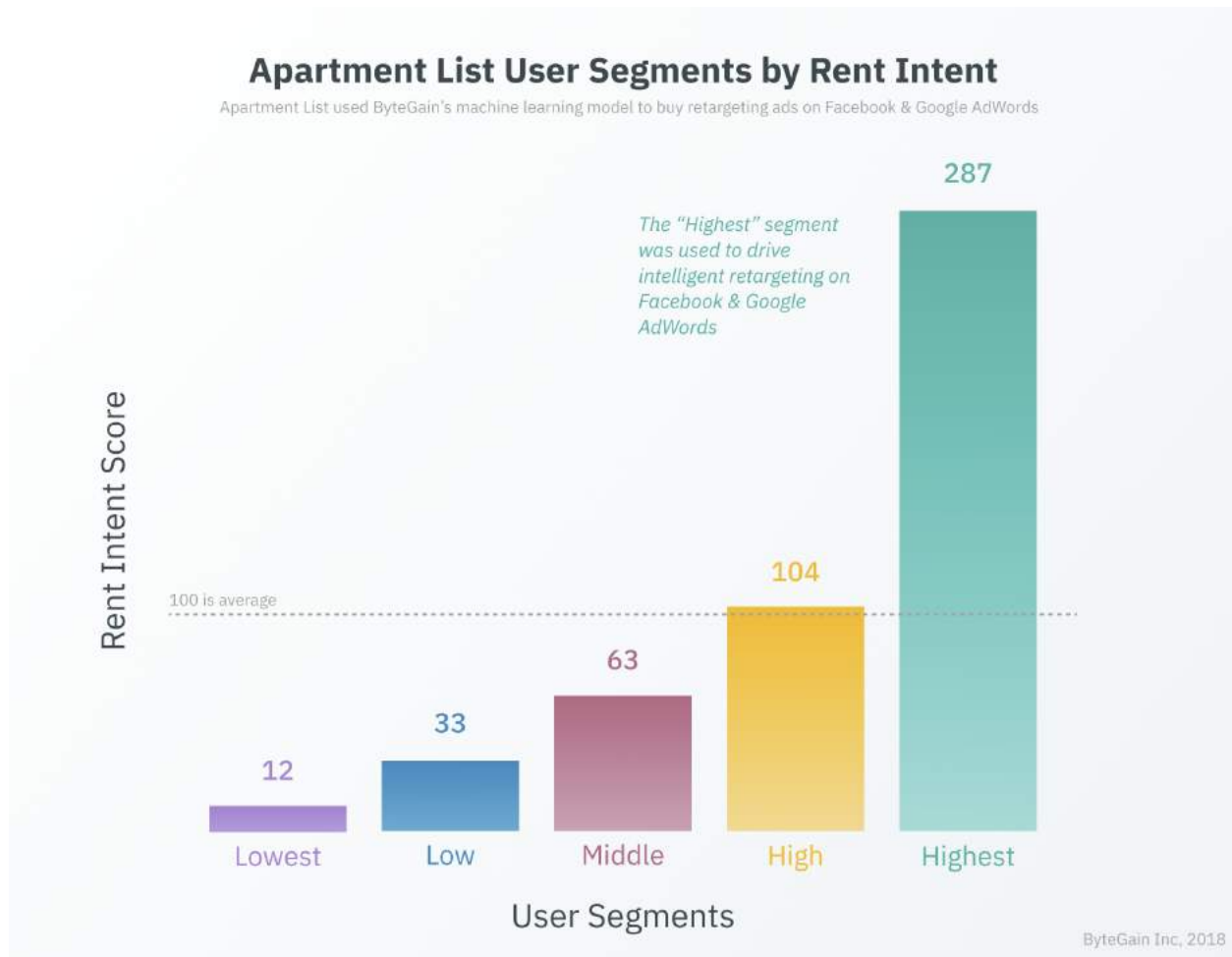
RESULTS

Apartment List saw a vast improvement in their campaigns.

51%

Increase in
CLICK-THROUGH-RATE

17%

Increase in
USER ACTIVITY

108%

Increase in
REVENUE

Using insights from the deep learning model, Apartment List dramatically improved marketing efficiency. ByteGain technology accurately provided predictions about:

• Which users were in-market for an apartment
• For those that were in-market, which would sign a lease on Apartment List versus elsewhere
• The optimal sorting of rental listings to maximize conversion
• The best method of retargeting in-market renters via Adwords, Facebook, and Doubleclick

" ByteGain allows us to do things that we never thought possible. Their models help us target renters intelligently, leading to greater efficiency, increased revenue, and ultimately happier users. Looking forward to continued insights from our partnership."

CHRIS ERICKSON
Co-Founder, Apartment List

byteGAIn | Case Study

To excel at marketing, your company needs an intimate understanding of each customer's needs and wants. You can invest months of your time into surveys, focus groups, and data gathering. Or you can automate the entire process through ByteGain.

Minimal Implementation Cost
ByteGain works with existing data warehouses and has its own data gathering capabilities. Because of this, there's often little or no implementation required by the client.

Big Gains
ByteGain's deep learning models provide big gains in click-through rate and return on investment for ads and other marketing interactions.

Reliability
ByteGain's models refresh weekly. This ensures that predictions keep up with changing websites and user behaviors.

INTERESTED IN LEARNING MORE?

ByteGain makes machine learning accessible to any business, no matter the size.
Sign up for a two month free trial to learn about how our software can automate your customer acquisition and retention strategy today.

Visit **https://bytegain.com/try-out** or contact **sales@bytegain.com**