



Raine & Horne Relaunch Online Presence with Hitwise

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- Joel Leslie, Raine & Horne Manager of Information Technology

Industry

Business and Finance
– Real Estate



Competitive Insights for Business Development

The Challenge

In business for over 125 years, Raine & Horne is well established in the real estate industry. However, with a limited understanding of the online space, Raine & Horne was struggling to keep up with its competitors online.

Raine & Horne sought to develop a strategic e-marketing plan and boost online customer acquisition.

The Solution

Already a successful offline business, Raine & Horne turned to Hitwise for help with its online marketing strategies, to boost online customer acquisition.

Benchmarking against competitors' websites provided insights into the weaknesses of the Raine & Horne website, and provided a starting point for overhauling existing online strategies.

To improve traffic to the website, Raine & Horne utilised Hitwise Competitive Intelligence data, in particular, demographic data and clickstream reports. By employing demographic data, Raine & Horne was able to efficiently identify the audience it was not capturing online. Hitwise Clickstream data provided Raine & Horne with valuable insights into the industries that would provide beneficial partnerships. This data was vital in reassessing and implementing a new e-marketing campaign, which targeted the missing demographic.

Finally, using Hitwise Search Intelligence™ Raine & Horne conducted a search term Gap Analysis between their own search term portfolio and competitors, which provided a greater understanding of what was top-of-mind amongst real estate consumers. This invaluable insight ensured their search marketing campaigns were maximized and effective.

The Benefits

Hitwise turned on the light for Raine & Horne, by supplying insights into online marketing best practice, and real marketing insights that were not available elsewhere.

Joel Leslie Manager of Information Technology at Raine & Horne explains, ‘Through the valuable information obtained from Hitwise, Raine & Horne has released a new style of website completely rebuilt using many of the recommendations attained through Competitive Intelligence tools’.