



CASE STUDY

IMPROVED CONVERSION RATE WITH 1,000 AUTOMATICALLY GENERATED REAL ESTATE LISTINGS PER DAY

THE CHALLENGE

ImmoScout24 is one of the best known and most frequently visited websites in Germany. The portal only became the market leader in real estate platforms by consistently providing its visitors with the best user experience.

The wholly positive user experience is due in part to the real estate listings on the subpages of the website. The texts describing apartments and houses are important to two groups of users: Firstly, potential tenants and buyers get a vivid description of the property, and the listing also gives them an idea of how professional the provider is. And secondly, landlords and sellers are able to use these texts to present their listings and to set themselves apart from competing listings by phrasing the descriptions in a certain way.

Tailoring the listings to the right target group proved to be a challenge for some providers during the process of drafting their listings. ImmoScout24 analyzed this step of the process and determined that a higher-than-average number of users abandoned their listings at this point; the company then set itself the goal of making this step easier for users.

THE SOLUTION

In partnership with Retresco, ImmoScout24 developed a solution that uses pure provider data to generate natural language text. To create the listings, the solution draws on information that the user enters into an online form during registration: the number of rooms, square footage, features, location, and much more.

The listings are generated in real time based on this data and are then displayed to the user as a suggestion; the user has the option to add words, swap sentences, or approve the entire text in an input field on the screen.

The users of ImmoScout24 have embraced this free additional service. As a result, significantly fewer users abandon their listings before posting, and the overall conversion rate during the account creation process has measurably improved.

"We are very satisfied with the performance of Retresco's text engine. Every day, 1,000 customers receive automatic title and text suggestions that significantly reduce the hurdle of creating an attractive property listing."

Stefan Hubert-Peters
Head of Product
Immobilien Scout GmbH

"Automatic text generation helps real estate providers create the perfect copy for their listing. The feature has become an important tool in building connections with customers, and it has given us a real edge over our competition for the position of market leader."

Torben Otto
Senior Marketing Manager
Immobilien Scout GmbH



THE TECHNOLOGY

An interdisciplinary team of computer linguists, software developers, and data analysts collaborated with ImmoScout24 to define requirements and targets based on which they developed a customized NLG solution. The solution was seamlessly integrated into the portal's infrastructure, and it can be adapted at any time; it is flexible enough to allow for further developments and fine tuning.

HOW WE CAN SUPPORT YOU

Would you like to know how Retrescos solutions can help your company digitise business processes?
Learn more on our website or make an appointment for a personal consultation: welcome@retresco.de