Success Story Delta Media Group Customer





HOWARD PERRY AND WALST<u>ON</u>

The leading and largest real estate brokerage in the Raleigh, North Carolina and greater Triangle area looked to create a digital presence that joined the best features of national websites along with Coldwell Banker HPW's expertise in the North Carolina real estate area.



Creating an Unsurpassed Digital Experience

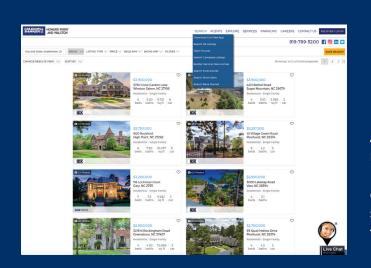
As one of the North Carolina's leading real estate brokerages, Coldwell Banker HPW needed an updated website that reflected their established reputation in the industry. They need it to connect with consumers with an endless amount of buying, selling, and renting information, and support their real estate agents with the right technologies and tools to advance their sales and marketing tactics.

We engaged with Delta Media Group to provide us with a better website presence as well as better tools for our sale associates. Delta's flexibility in approach allowed us to collaborate on the new website design as well as provide many integrations and lead routing configurations to aid in our different business processes. They did not try to fit us into a box.

From a marketing perspective, we were very surprised with their SEO and the significant increase in traffic and leads virtually right out of the gate. Delta did what they said they were going to do and we view them as a genuine marketing partner. We look forward to working with them for years to come."



- Kent Hanley CEO | Coldwell Banker Howard Perry & Walston



Finding the Right Partner in Delta Media Group

After an extensive search for the right online marketing partner, Coldwell Banker HPW chose Delta Media Group to design and engineer an engaging, easy-to-use, consumer-focused website unrivaled in the real estate industry ... and that's exactly what Delta Media Group delivered.

Setting the Stage for Success

An Integrated Approach to Real Estate Marketing Online

Collaborating with the Coldwell Banker HPW marketing team, Delta Media Group created an attractive and engaging website design with an easy-to-use navigation and a responsive layout for all devices.

Increasing Productivity and Driving More Leads

Delta Media Group's integrated approach to marketing technology combines cutting edge technology with modern design and superior marketing features to deliver an outstanding customer experience improving traffic, leads and conversion rates.

Gaining an Edge Over Their Competitors

To stay ahead of the competition, Coldwell Banker HPW offers consumers a rich online experience that exceeds expectations with modern features and usability. Delta Media Group provided Coldwell Banker HPW with the right combination of search, social, content and technical strategies to deliver results and grow their real estate business.

Better Traffic and Leads

As Coldwell Banker HPW's strategic partner, Delta Media Group is an extension of their marketing team that focuses on developing and executing the right strategies to produce solid, measurable results.

Share Secure Files Quickly

Delta Media Group's CloudDelta[™] puts Coldwell Banker HPW in control of their business with valuable cloud-based business management features that provide meaningful insight, agent accountability and security control over marketing functions and data.

Coldwell Banker HPW's agents utilize one login for all of their accounts, saving them time and the hassle of remembering multiple logins and passwords.

Agent Mobile CRM Streamlining the Organization and Communication with Clients

Coldwell Banker HPW's agents have the ability to customize their agent websites to promote themselves and their businesses as well as highlight their listings and client testimonials.

Delta Media Group's CRM software allows Coldwell Banker HPW's agents to manage their contacts more effectively, close more deals, and provide better service by having all of their customer data in one easily accessible location.

UPDATED DATA EVERY 5 MINUTES Explore Our Area

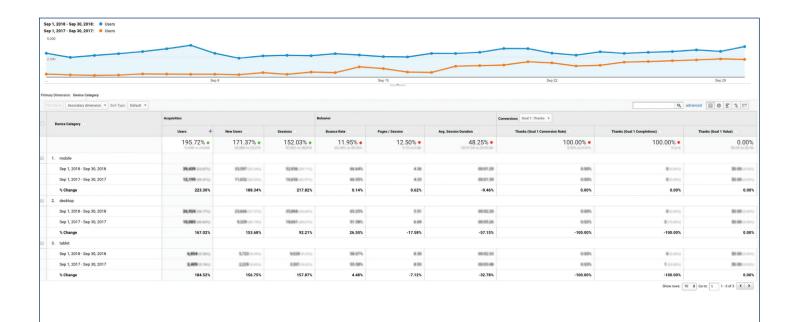
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SNAPSHOT IN TIME

On average 68% of traffic to real estate websites are on mobile phones or tablets.

These days it's not only important to have a responsive site, but you need a responsive site that is easy to use and converts. As the data illustrates, Coldwell Banker HPW's new site is experiencing a tremendous amount of growth from visitors on mobile devices.

- Comparing September 2018 vs September 2017, visitors on mobile phones increased 217%, while traffic on tablets increased 63%
- Over 63% of traffic to the site was on a mobile phone or tablet.
- 45% of total leads were from visitors on mobile devices.



SNAPSHOT IN TIME

Organic Search

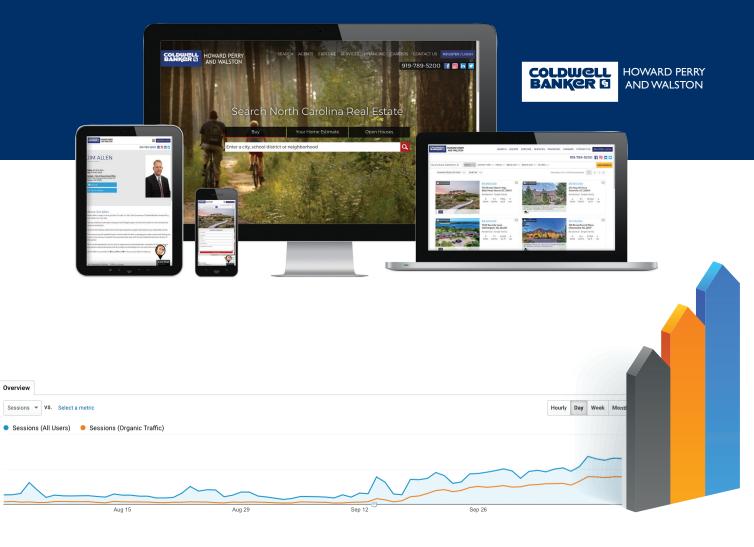
Search Engine Optimization has to be at the core of any online marketing strategy. Coldwell Banker HPW leveraged Delta Media Group's SEO service and it's paying off big time.

- ✓ May 2018 vs May 2017, organic search traffic is up 226%.
- Organic search accounts for 54% of total traffic to the site.

	p 1, 2017 - Sep 30, 2017: O Users												
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•		Sep				Sep 15		Sep 22		Sep 29			
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Prima	ary Dimension: Default Channel Grouping Source / Medium	Source Medium Other *											
	fot Rows Secondary dimension 💌 Sort Type: Default 👻												
		Acquisition			Behavior			Conversions Goal 1: Thanks *					
	Default Channel Grouping	Users 💿 🤟	New Users	Sessions 0	Bounce Rate 0	Pages / Session 2	Avg. Session Duration	Thanks (Goal 1 Conversion Rate)	Thanks (Goal 1 Completions)	Thanks (Goal 1 Value)			
		195.72% •	171.37% •	152.03% •	11.95% •	12.50% •	48.25% •	100.00% •	100.00% •	0.00			
		72,040 24,040	62,989 -+ 23,210	17,012 vs 30,010	45.34% or 58.38%	111-0-149	00-01-54 ex 30-05-40	10% w 10%	0.64	30 m - o 3			
9	1. Organic Search												
	Sep 1, 2018 - Sep 30, 2018	42,197 (14.81%)	36,897 (14.10%)	\$2,518 (11.471)	65.84%	4.67	00.01.43	0.00%	#(1.17)	50.00			
	Sep 1, 2017 - Sep 30, 2017	12,385 (47.574)	11,554 (H. 795)	16,124 (41.541)	\$1.84%	5.61	00.02.32	0.02%	B. Control	50.00			
	% Change	240.71%	219.34%	225.71%	6.48%	-16.77%	-32.43%	-100.00%	-100.00%	0.			
9	2. Direct												
	Sep 1, 2018 - Sep 30, 2018	14,791 (14.511)	12,041 (22.011)	12,744 (14.141)	65.76%	5.21	00.01.55	0.074	8(111)	50.00 (
	Sep 1, 2017 - Sep 30, 2017	6,926 (04.30%)	4,652 (11.111)	\$385 (m. 7/m)	60.55%	5.80	00.04.02	0.075	B(1.111)	50.00			
	% Change	113.56%	108.37%	77.71%	15.22%	-10.18%	-52.49%	8.8%	8.00%				
B	3. Email												
	Sep 1, 2018 - Sep 30, 2018	6,740 (1.071)	2,962 (4.275)	14,170 (14,405)	\$3.37%	7.57	00.03.02	0.075	B(1.111)	20.00			
	Sep 1, 2017 - Sep 30, 2017	413 (1.57%)	241(1.041)	1,238 (1.111)	29.52%	11.15	00.07.16	0.02%	B(1.171)	\$4.44 p			
	% Change	1,521.965	1,543.15%	1,044.59%	25.125	-32.08%	-58.35%	0.05%	8.89%				
Ð	4. Social												
	Sep 1, 2018 - Sep 30, 2018	6,415 (0.071)	4,950 (7.911)	7,825 (1.475)	71.80%	4.42	00.00.49	0.075	B(1.111)	50.00			
	Sep 1, 2017 - Sep 30, 2017	3,545 (11.545)	2,740 (11.011)	3,812 (1011)	49.65%	3.65	00.01.47	0.075	B(1.171)	50.00			
	% Change	104.23%	80.66%	92.16%	3.08%	20.88%	-54.325	8.8%	8.00%				
Ð	5. (Other)												
	Sep 1, 2018 - Sep 30, 2018	2,056 (2.77%)	1,840 (2.575)	2,654 (2.775)	88.36%	1.24	00.00.19	0.075	Bolini,	\$5.00 ····			
	Sep 1, 2017 - Sep 30, 2017	1,887 (3.541)	929 (1.111)	1,244 (1.111)	89.15%	1.24	00:00:34	0.07%	B(1.111)	50.00			
	% Change	98.26%	100.22%	113.34%	-6.8%	6.01%	-44.855	0.075	0.00%				
9	6. Referral												
	Sep 1, 2018 - Sep 30, 2018	1,963 (2.671)	1,407(1.171)	3,360 (2-171)	52.82%	6.73	00-03-31	0.075	#(1.00)	50.00			
										44.44			

Increased TRAFFIC and LEADS In The First Month!





YEAR-OVER-YEAR

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Cotober 2017 January 2018 April 2018													
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ima	ary Dimension: Device Category												
	ot Rows Secondary dimension 👻 Sort Type: Default	-											
		Acquisition	Behavior			Conversions Goal 1: Thanks 💌							
	Device Category												
		Users ? 🗸 🗸	New Users 3	Sessions ?	Bounce Rate 2	Pages / Session 3	Avg. Session Duration	Thanks (Goal 1 Conversion Rate)					
		560.00% 🔹	549.93% •	367.46% +	12.97% •	34.52% •	40.72% •						
		BECOMM STORY											
1	1. mobile												
	Sep 1, 2017 - Sep 29, 2018	422,457 (IN. 795)	417,540 (10.54%)	621,482 (10.711)	67.34%	4.70	00:01:27						
	Sep 1, 2016 - Sep 30, 2017	\$3,910 (x2.10%)	\$3,802 (42.475)	98,488 (17 x Pr)	63.86%	3.44	00.02.34						
	% Change	683.63%	676.07%	\$31.62%	5.46%	36.73%	-40.51%						
	2. desktop												
t	Sep 1, 2017 - Sep 29, 2018	\$38,950 (m. 72%)	105,249	45.480	01.005	145							
	Sep 1, 2016 - Sep 30, 2017	63,045 (en.2014)	42,255	105474	54.525	4.00	0000.00						
	% Change	437.63%	437.99%	254.28%	19.96%	33.59%	-01.59%						
	3. tablet												
	Sep 1, 2017 - Sep 29, 2018	71,019 (0.52%)	71,725 (0.705)	110,408 (10121)	58.62%	8.49	00.02.37						
	Sep 1, 2016 - Sep 30, 2017	10,041 (0.40%)	10,747 (0.475)	24,382 (1.211)	56.57%	5.09	00.04.27						





The Best Real Estate Company

An updated and modern website with new websites for agents and an advanced intranet and CRM system differentiates Coldwell Banker HPW from competitors by optimizing the consumers' online real estate experience and setting standards for a high level of service and professionalism for their team. From "for sale to sold" Coldwell Banker HPW's goal is to be the very best real estate company in North Carolina's Triangle region.



Delta Media Group will save Coldwell Banker HPW time, money and resources by creating a solid integrated platform for all their business needs.

