



A REAL ESTATE CASE STUDY  
**EXPLORE WITHOUT  
MOVING**

## **99acres.com boosts Customer Engagement using Video Marketing with OutSmart**



### **About the client**

[99acres.com](http://99acres.com) is a real estate portal dedicated to satisfy consumers' needs in the real estate sector. It is a platform for buyers, sellers and brokers to transact effortlessly, effectively and economically.

It offers the opportunity to advertise a property, search for a property, browse through properties, build your own property micro-site, and visit other sites.

## Challenges

Earlier **99acres.com** had text listings, which was restricted in user experience of the property view. A lot of brokers lost potential customers due to the inconvenience of taking individual customers to the property over and over again.

99acres.com needed a cost-effective and user-friendly system, in order to allow customers to 'view' property rather than to 'read' about them. Hiring an in-house workforce in order to systematically film and capture these real-estate properties across the city was an expensive way to build competencies in-house.

The client, being a pioneer in the marketplace came up with the video solution much ahead of their competitors, by offering videos in their portal.

## How did OutSmart help?

By opting to outsource their video creation, they enjoyed the benefits of our full team who dealt with various aspects of the video process, ranging from scheduling, shooting, quality, content, studio processing and editing.

OutSmart helped 99acres.com display their real estate property in an efficient way, beneficial to brokers, tenants and property owners.

- The entire process of buying, selling or renting property became simplified.
- People could, at a click, explore online new flats, apartment complexes, localities and amenities provided.
- Important and relevant facts-distance of the property from hospitals, schools, hotels, police stations, bus stops- that would otherwise have been unavailable without visiting the property itself, were documented and presented to potential customers.
- Both buyers and sellers benefited from our efforts as they could make decisions based on real-life videos and the information provided.
- More than 750 videos were created by OutSmart that made a tremendous positive difference to 99acres.com and its users.
- It saved a lot of time and effort for customers involved, who could then invest their time and energy to visit properties they knew were worth looking at.

## Results and Outcomes

OutSmart successfully built an entire video library for the Bangalore region in 99acres.com. Our project allowed interested clients to gain knowledge about the estate and its locality, to get a clear picture.

- Our team covered the entire Bangalore region by providing a scalable model as opposed to dealing with an in-house workforce.
- Short, informative and captivating videos were shot, edited and provided; which were advantageous to both 99acres.com and its customers. The positive impact helped both buyers and sellers.
- People interested in buying property no longer needed to physically travel in order to see and explore the property.
- Brokers were not compelled to go through the tedious process of taking interested clients and showing them the property physically, while losing other potential buyers.
- It provided an opportunity for people to explore properties while sitting in the comfort of their homes.
- Ultimately, we provided a convenient, time-saving, informative and virtual solution for the customers as well as the property dealers which allowed them to explore and learn, without travelling.