



Wells Fargo Home Mortgage exceeded advertising conversion goals with Trulia.com

“Trulia.com is a quality publisher that consistently outperforms other publishers in the campaign mix.”

Lisa Osborne

Director of Media Services
White Horse



“Trulia performed very well at providing specific clicks for taking action.”

Jill Skinner

Vice President,
Online Marketing Acquisitions
Wells Fargo Home Mortgage

ABOUT TRULIA.COM

Trulia.com reaches 17 million monthly unique users in their most active stage of lifetime spending. Trulia's new mover audience is impacted by major life events such as buying or selling a home, significantly driving consumer spending. Among Trulia consumers 42% have an annual HHI of \$100K+ and 72% plan to purchase a home in the next year. With the average user spending \$30K+ on goods and services during this lifestyle transition, Trulia is prime real estate for consumer brand advertising.³

For more information, visit www.trulia.com/advertisers

Or contact ConsumerSales@trulia.com

Wells Fargo Home Mortgage seeks online advertising partnerships that align with their aggressive cost-per-lead (CPL) goals. While they advertise across other mediums, a substantial portion of home mortgage leads are generated online. “Digital advertising plays a very important role in helping the brand stay top-of-mind for consumers when they are looking to start the loan process,” says Lisa Osborne of White Horse, Wells Fargo Home Mortgage's digital agency of record.

OBJECTIVE

Wells Fargo Home Mortgage sought to manage their campaign at or below strict CPL metrics. In addition to reaching this goal, they aimed to acquire as many conversions as possible through consumer clicks.

APPROACH

To meet Wells Fargo Home Mortgage's aggressive CPL goals, Trulia composed a detailed media plan that blended premium display placements with integrated text links. Additionally, White Horse and Trulia committed to regular communication and data sharing. Both parties worked together throughout the campaign to influence a lower CPL and a higher click-through rate (CTR).

Trulia's top performing Finance Package, which includes the Mortgage Center and other contextually relevant content areas, presented the Wells Fargo Home Mortgage campaign to an especially qualified audience of home loan shoppers.

RESULTS

Trulia delivered 20-25% of all campaign leads across all publishers included in the Wells Fargo Home Mortgage campaign. A top contributing factor was Trulia's highly relevant audience. In February 2010, Trulia reported a comScore index of 630 among Wells Fargo Home Mortgage's primary audience.¹

“Trulia.com is consistently one of the top performing publishers against CTR, CT conversions, and delivers a CPL that is typically 20% lower than goal. This helped White Horse manage the aggregate campaign CPL below the client's set goal.”

Lisa Osborne

Director of Media Services, White Horse

Strategic media planning and effective optimization were also key influences. A diverse mix of above-the-fold, branded banners and integrated text links with engaging calls to action allowed maximum flexibility for eliciting favorable success metrics. “Trulia.com delivers CTRs and low CPLs that are essential to the management of DR campaigns,” says Osborne.

Following the positive results of the initial campaigns, Wells Fargo Home Mortgage has purchased additional campaigns on Trulia.com with similar positive results.

¹ Source: comScore Plan Metrix Key Measures, February 2010.

² Source: Trulia User Survey, March 2008.