

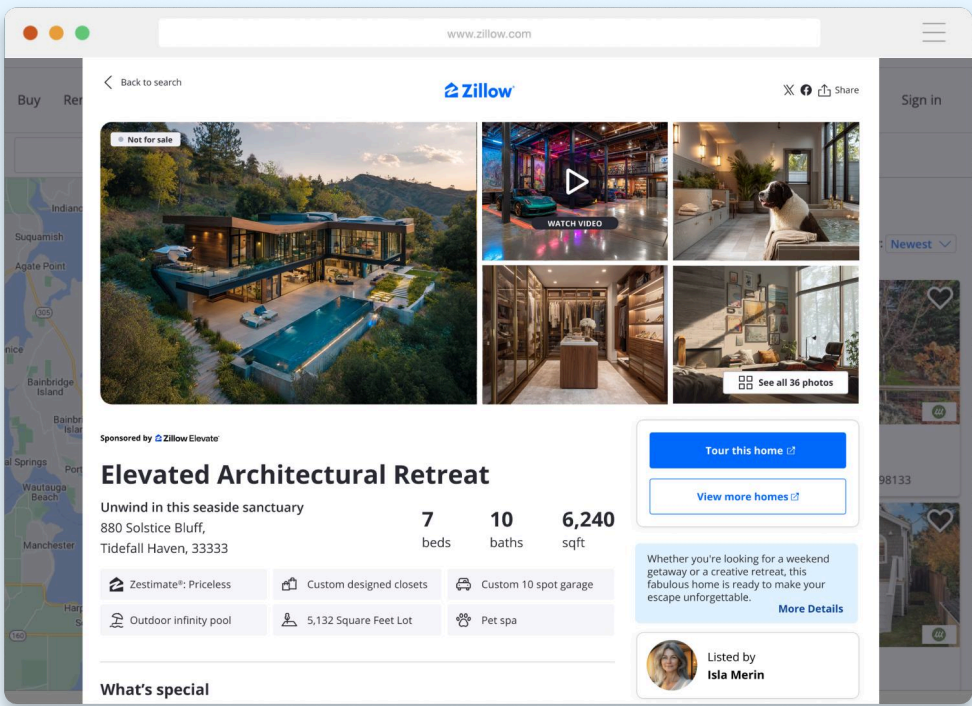
Custom Brand Listing Case Study

THE CHALLENGE

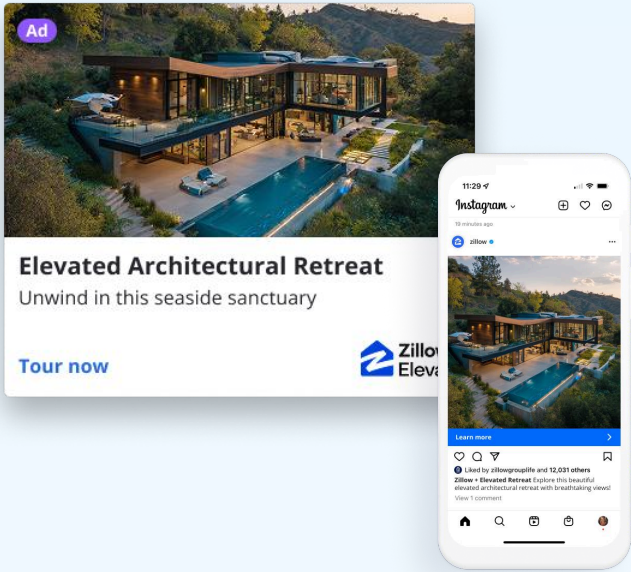
Raise awareness on a wide scale for a brand's new toy set using a creative and attention-grabbing **digital tactic**.

THE SOLUTION

Zillow recommended its **Custom Brand Listing** product to help the brand promote its new toy set. With this **custom integration**, the entertainment brand worked with Zillow to transform a typical Zillow Home Details page into a **completely branded digital experience**. Zillow collaborated with the brand on creating appealing visuals, adjusting the Facts and Features section to tell a story around the toy set, and also embedding various **clickable elements** to drive Zillow users to the brand's online toy store.



To help the brand unlock the Custom Brand Listing's full potential, Zillow created a series of **promotional media** to attract users to the listing. Zillow produced **co-branded traffic drivers** that ran on its Search Results Pages to help increase traffic to the page. Zillow also leveraged its **Social Media and PR teams** to generate even more publicity for the campaign. Finally, Zillow featured the Custom Brand Listing in its **'Listings We Love'** email that showcases popular home listings.



THE RESULTS

The Custom Brand Listing was a success and **exceeded expectations** by surging past many industry benchmarks. Aside from the normal digital benchmarks, Zillow earned **organic publicity** for the toy set through mentions on various media outlets and even on ABC's Good Morning America. These are the results that show the integration's success:



Avg. time on page

05:40



Avg. SRP CTR

15%



Engagement Rate

20%

THE LESSON

Zillow's Custom Brand Listing product is **effective** at **promoting a brand's product in a unique way** that's sure to capture the attention of Zillow users. The promotional media surrounding the product attracts **high engagement** from users and also generates **successful results** that perform above industry benchmarks. For brands looking for custom integrations that can spark conversations about a product, the Custom Brand Listing is an **ideal solution**.

