



**BuzzTarget**

## Perfectial Builds BuzzTarget's 3-In-1 SaaS Marketing Platform For \$15 Trillion Commercial Real Estate Market

**BuzzTarget** is an effective and easy to use 3-in-1 marketing platform designed to buy, sell, lease and finance properties. The main audience consists of brokers, agents, owners, developers, service companies, tenants, financial services firms, lending institutions and many others. It allows free unlimited listings, targeted email marketing distribution, and the ability to target and manage private contact lists.

### Challenge

The commercial real estate space is a diverse, distributed and fragmented. Many agents use multiple tools for listing, email marketing and property search. BuzzTarget founders realized the need for a 3-in-1 marketing platform to simplify the process, thereby helping property owners, agents, tenants and alike get deals done faster.

### Solution

#### Easy to use interface for broad spectrum of use cases

BuzzTarget's founders engaged Perfectial to help flesh out business requirements for multiple use cases and technical requirements by user-group including agent, broker, finance companies and more. Since many agents are often low-tech users, intuitive, easy to setup accounts and listings were paramount. Perfectial's UI/UX team worked with BuzzTarget to create multiple interface designs for each use case.

#### Third party integration to boost market reach

This process was complimented by development the platform's Web API to integrate easily and effectively with third party applications. Social networks like LinkedIn enable agents to market directly their existing contacts while GoogleMaps integration allows for physical location visualization of property location. To further evangelize and market the listings within BuzzTarget, Perfectial built a WordPress plugin to easily allow for integration into third-party blogs and websites.

### Results

- Actionable 3-In-1 marketing automation platform increasing efficiency & effectiveness of buy, sell and lease list process.
- **35% acceleration** in time-to-market to coincide with major launch event

### Tools And Technologies

- .Net 3.5/4.0
- MS SQL
- Nhibernate
- jQuery
- JavaScript, HTML5, CSS3
- AJAX

### Third Party Services

- LinkedIn
- GoogleMaps
- PayPal PayFlowPro
- Amazon SES
- Amazon S3
- SendGrid
- ShareThis

### Custom Extensions

- BuzzTarget Web API
- BuzzTarget WordPress Plugin