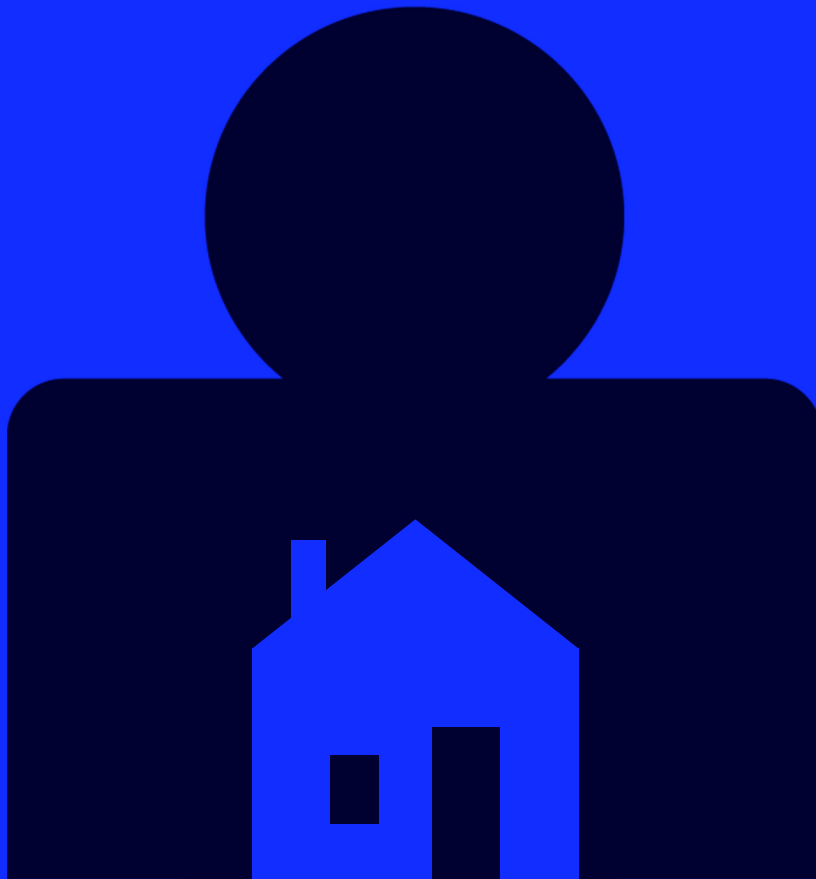


Real Estate Case Study:

How Ocean Home is using behavioral insights to build powerful personalized Marketing Cloud journeys.

featuring **ocean**



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Foreword

Who is SalesWings?

SalesWings is the intangible fuel that will drive your success. With our consultative approach to helping you evaluate our fit, all the way to injecting [SalesWings](#) intelligence into your engine - we'll lift the lid on our secrets to success with premium advice and help you every step of the way with a dedicated support team.

About Ocean Home

[Ocean Home](#) has been helping people find exactly the right new home in Bristol for 35 years. As Bristol's most prominent independent estate agent, Ocean provides residential sales and lettings, mortgages, conveyancing, and complete land and new homes services. An innovative market leader, Ocean Home is keen to maintaining an advantage in their highly competitive market.

About SalesWings

[SalesWings](#) is the maker of the B2B Studio for Salesforce Marketing Cloud. Our customers gain total control over the lead qualification and handoff processes by collecting and leveraging first-party behavioral data. We proudly serve clients in 20+ countries and are headquartered in Lausanne, Switzerland.



The team at SalesWings has provided exceptional service and advice whilst integrating tools that offer unrivaled insight. Our marketing & sales teams now have the ability to recognize, qualify and nurture leads from high volumes of previously unknown website users. Data for Marketing Cloud journeys allows previously unattainable marketing reach and engagement.

-Andy Norris, Marketing Director, Ocean Home



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Challenges

Ocean Home recognized that due to the pandemic and the rapidly growing housing market, they needed to engage with their customers and website visitors earlier in their journeys to ensure maximum customer engagement and increased speed-to-sale.

Ocean was also keen to maximize their investment in Salesforces Marketing Cloud but were unable to personalize their marketing campaigns, as they had no visibility of their website visitors' interests and online behavior. To maintain their high levels of customer acquisition, retention and conversion rates, Ocean went to the market to source a solution.

Key Benefits

By gaining a 360-degree view of each customer's online journey, Ocean Home has been able to:

- 1. Understand customer interests and intents**
- 2. Understand the customer timing and stage in the decision-making process**
- 3. Personalize timely marketing communications to customers**
- 4. Segment and utilize data within Marketing Cloud**
- 5. Nurture leads earlier in the customer journey**
- 6. Increase customer acquisition and retention**

Solution

The solution they required was to understand visitors' online behavior to their website and their stage in the buying or selling processes. This would also enable Ocean to segment their customer data within Marketing Cloud to enable personalized and timely communications. Ocean Home approached their Salesforce Partner PopcornApps to source a solution that would deliver on their requirements. Anish Matthai, the Managing Director and Head of U.K. Business at PopcornApps, suggested Ocean Home engage with SalesWings, a Salesforce ISV Partner, who delivers a journey tracking and lead scoring solution for Marketing Cloud. Ocean Home evaluated SalesWings, and the decision was made to deploy the solution.

Conclusion

To adapt to the new shortened sales cycle and decision-making process in the UK Estate Agent's space, Ocean Home gained a comprehensive vision of each customer's journey understanding specific intents, needs, and timing. The company nurtures leads sooner and can progress them through the sales funnel faster. In addition, conversion drop-offs and first touch marketing campaigns are properly addressed with the right segmented journeys to increase conversions and ROI. Furthermore, by deploying an intelligent radar, Ocean Home can take action as soon as its returning customers show new signs of interest and leverage this data in Salesforce Marketing Cloud.

SalesWings B2B Studio

SalesWings B2B Studio is an unstoppable lead management, website tracking, lead tagging & scoring solution for Marketing Cloud. We help our clients track 360° digital lead activity and provide a set of clever tools for lead intelligence, prioritization, insights, reporting, and more.

[Book a demo](#)