

Immobiliare.it's Google+ page outperforms other platforms in terms of engagement, while social extensions in Google search produce a 22% uplift in click-through rate



### About Immobiliare.it

- Founded in 2005
- Italy's number one real estate website
- Headquartered in Milan

### Background

Immobiliare.it is the leading property portal in Italy, commanding over 7 million visits per month and featuring more than 700,000 online ads for property sales and rentals. Target customers encompass anyone looking for property, including houses, apartments, condos, vacation rentals, commercial properties, commercial licenses, land and more.

Immobiliare.it recognise that social media is “an important tool for ‘listening’ to our users and communicating with them”, says the company’s CEO Carlo Giordano. “We decided to try Google+ as soon as we understood its potential, especially for its distinctive features.” Immobiliare.it was attracted to the platform because it offered several benefits that other social media outlets didn’t. “From our point of view, in Google+ there is a higher percentage of expert users; our central goal was trying to reach them, because in Google+ they are easier to find compared to other communities.”

### Promoting content through the power of circles and rich media

A feature that proved immediately beneficial in building and organising the Immobiliare.it community were circles. “We were really interested in testing a new approach to spread the content we create,” explains Carlo, “to deliver a personalised message to every group of users that interact with us. Google+ allowed us to do it thanks to circles.” Circles made it easy to organise people by their relationship to the site and by interest area. Deciding who fit into each gave Immobiliare.it a new level of control over its social media messaging.

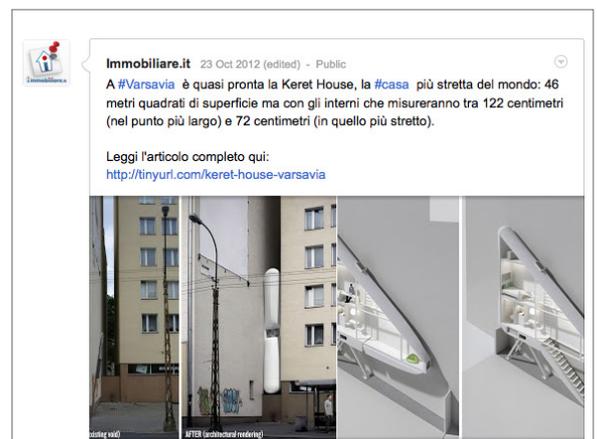
“In our perspective, circles have been very important, because they allow us to segment our audience based on different factors. For us, this is a really unique feature that no one has really done before in this way,” he says. “The opportunity to create an infinite number of circles and their user-friendliness enabled us to group our followers depending on different characteristics and to avoid showing content not relevant to them.”

This approach has been instrumental in “lowering the churn rate and creating real engagement through relevant news”. Content is a mix of topics in the real estate world and compelling rich media, including video and photography. “We love the way photos and videos are managed in Google+. They are easy to upload, to watch and to share. Right now Google+ undoubtedly provides users with the best experience with rich media content.”

Combined with the unique functionality of circles, this rich content achieves the greatest possible impact. “We deliver specific content to every group; in this way the news, the videos, the pictures are always relevant to them and we keep them engaged.”

“From our perspective, the most interesting feature was the opportunity to divide our followers into different circles. We grouped all our followers and delivered different content to each circle, lowering the churn rate and creating real engagement through relevant news.”

- Carlo Giordano, CEO, Immobiliare.it



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## Success metrics

- In the last five months, visits to Immobiliare.it's site from Google+ have exceeded visits from Twitter by more than 42%
  - Google+ users spend 133% more time on Immobiliare.it's site than Facebook and pageviews are 75% higher
  - 22% CTR uplift due to social extensions in search<sup>1</sup>
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"Circles and hangouts are definitely two big innovations in the social media environment and they will be used by a growing number of companies as soon as they understand the power of these features."

- **Carlo Giordano, CEO, Immobiliare.it**

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## About Google+

Google+ brings the benefits of personal recommendations to Google search and ads, delivering recommendations when people need them most and making it easy to start conversations with those that care about your brand. Linking your site to your page unifies your +1's across, search, ads, your Google+ page, and your homepage. Google+ pages let you share your content with new audiences and connect with them in more engaging ways.

To learn more about Google+ pages, visit [www.google.com/+business](http://www.google.com/+business)

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## Understanding behaviour through ripples and social analytics

In terms of understanding how content is consumed, another Google+ feature enables Immobiliare.it to see what is popular and what is not, in order to help the whole team to optimise communications efforts going forward. "We always monitor how our content spreads," says Silvio Pagliani, the company's co-founder. "Ripples represent an outstanding tool for this kind of analysis, allowing everyone to check the results without paying for a social media analytics platform."

With the social media reporting available through Google Analytics, Immobiliare.it gains useful insights about its audience on a daily basis. "We are currently using Google Analytics to measure the impact of our Google+ activities, especially analysing new users' behaviour deeply." This helps inform and shape the company's Google+ content strategy. "We regularly examine the results generated by previous content. We calculate how interesting and relevant content was for our users through a number of KPIs. In this way we set a number of editorial guidelines for the creation of future content."

## Social extensions and the impact on click-through rate and conversions

Four months ago, Immobiliare.it began using social extensions in the company's AdWords advertising. The **22% click-through rate uplift** in their search campaigns since implementation has emerged as another palpable advantage of the company's Google+ activity. Social extensions link the company's Google+ page to its AdWords campaigns so that all +1s – from the Google+ page, the website, ads and search – get tallied together. This means more recommendations for Immobiliare.it ads, helping inform users about its content.

Currently the Immobiliare.it homepage features a link to the Google+ page, and there are immediate plans to publish the Google+ badge on every page of the site's news section. The Google+ badge will help Immobiliare.it grow its audience on Google+ further and show more recommendations in Google search by letting people add the company to their circles and +1 its page, all without leaving the site.

[Vendita Trilocale Milano | immobiliare.it](http://www.immobiliare.it)  
[www.immobiliare.it/Trilocali](http://www.immobiliare.it/Trilocali)  
Trova il tuo **Trilocale a Milano** Tutte le fasce di Prezzo e Zone!  
281 persone hanno fatto +1 su [Immobiliare.it](http://Immobiliare.it) o lo seguono

## Results, growth and best practices

Immobiliare.it's instinct to establish an early presence on Google+ has paid off, not only with valuable learnings but also with significant results. For example, the platform has contributed to site traffic in unexpected ways. "We are surprised by the users coming from Google+ compared to those coming from Twitter or Facebook," says Silvio. Despite the fact that the company has fewer Google+ followers than Twitter followers, in the last five months visits to its site from Google+ have exceeded visits from Twitter by more than **42%**. "Also, Google+ users seem to be more interested in our website content than Facebook users; both **time on site (+133%)** and **pageviews (+75%) show way higher quality.**"

His advice to other companies still considering how Google+ can fit into their social media strategy? "Start studying the communities relevant to your business inside Google+ and try to create content interesting to these users. Make sure to take advantage of the way Google+ uses rich media content. Finally, it's very important to unleash the power of circles, delivering relevant content to specific groups of users and keeping the engagement rate high."

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1 The CTR uplift calculation of Social extensions is based on a week over week comparison of the same campaigns. With this methodology, some extraneous factors may impact the numbers slightly, but in all cases we attempted to correct for those factors.