

# Google Optimize helps Milliyet Emlak boost click-to-call rate by 32% and cut cost per call by 56%



## About

- Real estate platform
- Headquarters in Istanbul, Turkey
- [www.milliyetemlak.com](http://www.milliyetemlak.com)

## Goals

- Improve click-to-call rate
- Increase calls to real estate agents and property advertisers

## Approach

- Used Google Optimize to test new call buttons

## Results

- Increased click-to-call rate by 32%
- Reduced cost per call by 56%

*"Google Optimize makes our lives easier. Of course we will continue to use Google products to improve our website and to know our visitors better."*

—Berkan Bagci, Online Marketing Manager, Milliyet Emlak

Milliyet Emlak is a platform where real estate agents and individuals can advertise available properties, and where consumers can find a property to rent or buy. Every ad listed on the site includes the phone number of the owner or estate agent. Making sure that the consumer finds and uses the phone number to make a call is vital to the platform's success.

Milliyet Emlak had the idea to include a click-to-call button on each property ad, but believed there was still room for improvement. When the team came up with a new design for the button, they were keen to test the old version against the new one. Milliyet was already using Analytics 360 so they turned to Google Optimize to support their A/B testing needs. Because Analytics 360 and Optimize are natively integrated, there was no need to implement a new platform. Milliyet was able to run their test quickly and easily.

The test showed that the new button was a clear improvement, so it was rolled out across the site. With this simple change, Milliyet Emlak's click-to-call rate increased by 32% while the cost per call decreased by 56%. "Our customers – real estate agents – are happier because they now get more phone calls than before", says Online Marketing Manager Berkan Bagci. "As a result, they have started to buy more features to use on the platform, and our online and offline sales team are selling subscription models more easily."