

CASE STUDY

How Bōde Doubled Conversion Rates with Factor One Marketing



“Factor One are Google experts. I really appreciate Factor One’s focus on the Google platform and how it has impacted our customer acquisition on Google.”

Lindsay Skabar,
Chief Marketing Officer and Co-founder, Bōde

Results

2X

increase in conversion rates

Solution

Factor One Provides

- Google Ads expertise
- Iterative testing and optimization
- Ability to pivot quickly with changing market conditions
- Transparency and detailed reporting

Customer

Bōde

Bōde is an innovative online platform that directly connects home buyers with home sellers, eliminating the need for a realtor.

Challenge

Generating qualified leads for a new tech platform

As a groundbreaking real estate platform, Bōde had to reach a very specific audience with their digital marketing: early tech adopters who would be open to an entirely new way of buying or selling homes. But how would Bōde find that target audience with abiding by specific real estate advertising restrictions that limited targeting by gender, age, and other demographics?

Bōde started by partnering with a generalist digital marketing agency to test different platforms and networks, including Google Ads, Facebook, LinkedIn, and organic search.

Over time, Google Ads emerged as the clear frontrunner. Lindsay Skabar, CMO and Co-founder at Bōde, decided to shift a larger percentage of Bōde's marketing budget there.

With the decision to double-down on Google advertising, Lindsay realized they'd need a Google Ads expert to optimize their program. Fortunately, Lindsay was already working with one: Factor One Marketing.

Lindsay was partnering with Factor One Marketing to manage Bōde’s SEO campaigns. Impressed by their transparency and tight focus on data analytics, Lindsay felt confident in partnering with Factor One for Bōde’s Google Ads management as well.

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“We knew at Bōde we’d have to be feisty coming out the door and make sure that we really focused on how Google could help us find our most targeted audience.”

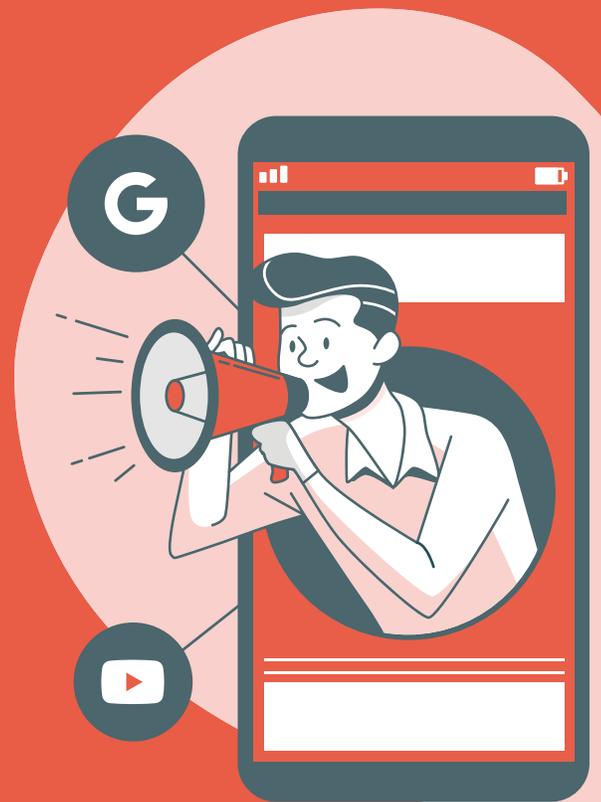
Solution

An agile and innovative Google Ads agency

Factor One started by aligning with Bōde on Google Ads strategy, identifying the most important metrics to track and brainstorming strategies that could move the needle.

Testing lay at the heart of Factor One’s approach. Factor One worked with Bōde to test different targeting methods and ad formats, including **YouTube, Performance Max, Search, and Display ads.**

Factor One also **experimented with similar, affinity, and in-market audiences** as ways to find leads while adhering to advertising rules. Through this approach, Factor One found a high correlation between people looking to sell their home and people looking for home appraisals, photography services, and other unexpected markers—and used this finding to attract qualified leads and inform their SEO strategy.



Through Factor One Marketing's **detailed data tracking and analysis**, they discovered that people who visited Bōde's housing market data pages were 500% more likely to list a home with Bōde than those who didn't. Therefore, Factor One used a remarketing strategy to direct more visitors to those pages, giving visitors the information they needed to buy or list their home on the Bōde platform with confidence.

When interest rates climbed and the housing market slowed in 2022, Factor One **proved their ability to pivot**. Recognizing that buyers and sellers needed market data more than ever in uncertain market conditions, Factor One and Bōde leaned into this strategy, upping their promotion of these pages to drive more conversions.

Not only does Factor One use data to drive its Google Ads strategies, they also **transparently report on this data** to Lindsay and her team via Data Studio dashboards and weekly check-in meetings, to keep them fully informed at every moment.

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“We've moved targets, tried different tactics and Factor One has pivoted quickly because of our constant touchpoints. They know what's coming and we're poised to take advantage of new features.”

Result

2X increase in conversion rates

Since partnering with Factor One Marketing for their Google advertising, Bōde has **doubled the percentage of Bōde account holders who convert to list their homes on the platform**. Two years ago, Bōde's conversion rate was 6%. After working with Factor One Marketing, it has risen to 13.8%.



This rise in the number of account holders and house listings has helped fuel Bōde’s growth and enabled the company to capture more market share.

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“When the market heated up, we saw hockey stick style growth. We grew faster than the market and took a huge chunk of it.”



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