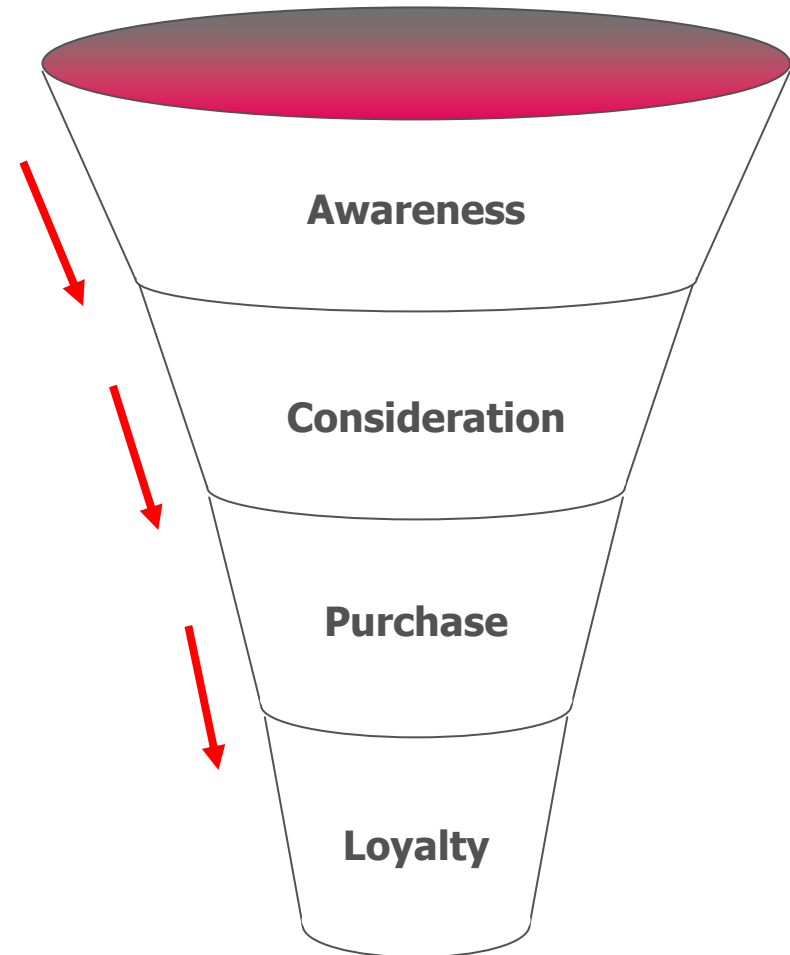


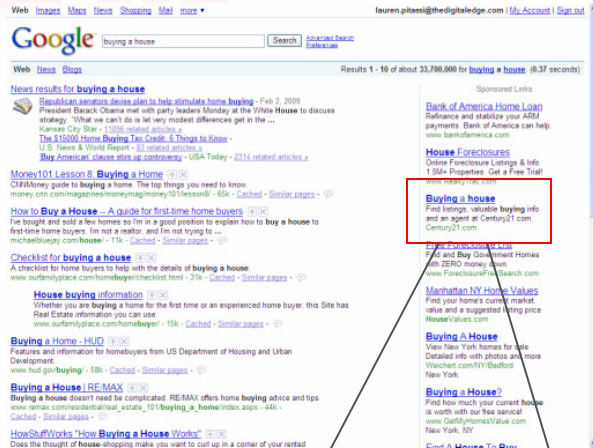
Relevant Consumer Segmentation

- ▶ As presented in the following slides, the strategy and execution were based on recognizing where consumers fell in the purchase funnel.
- ▶ Due in large part to the Relevant Consumer Segmentation strategy and the results it drove, Century 21 announced a significant move, pulling its national TV advertising in 2009 and investing those resources into online marketing.



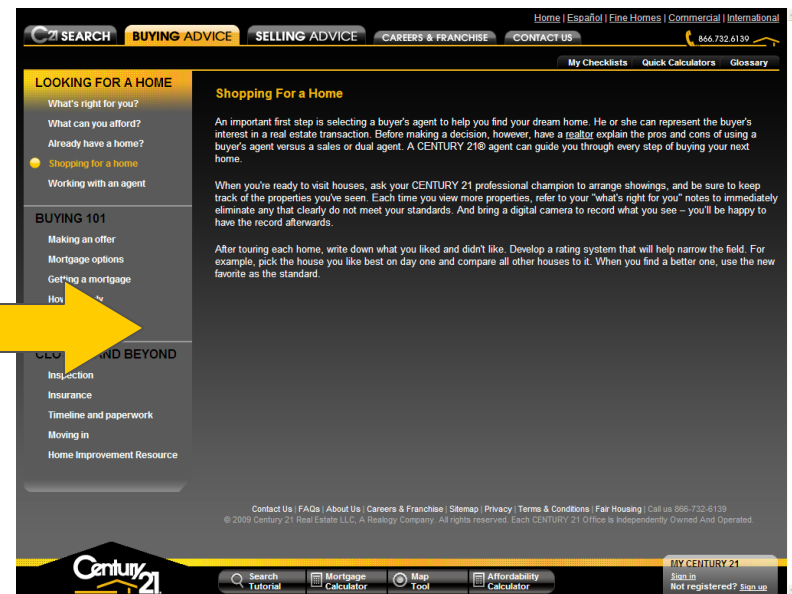


Awareness



Buying a house

Find listings, valuable buying info
and an agent at Century21.com.
Century21.com



- ▶ Messaging focused on presenting Century21.com as an information resource for consumers buying and selling real estate.



Consideration

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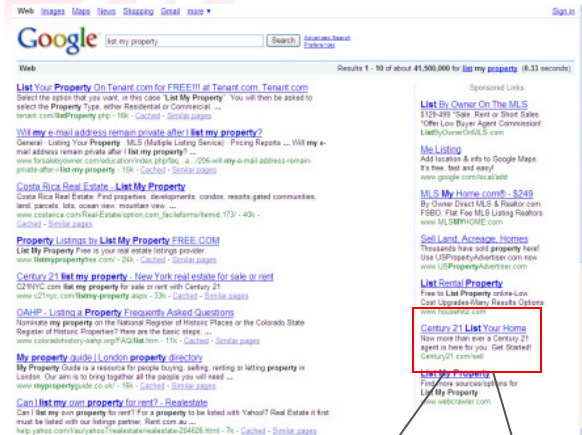
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- ▶ Messaging was tailored to consumers who are already invested in the buying and selling process and, in this example, ready to proceed with finding a realtor.



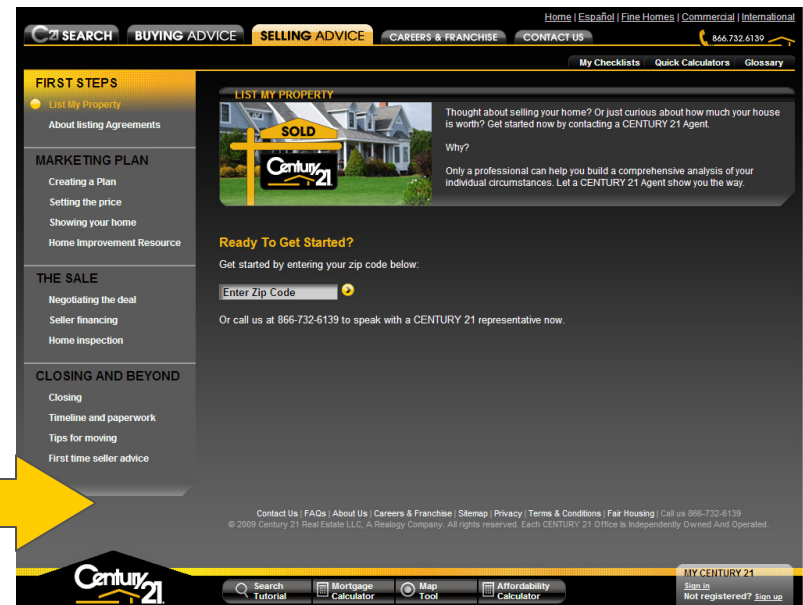
Purchase



list my property

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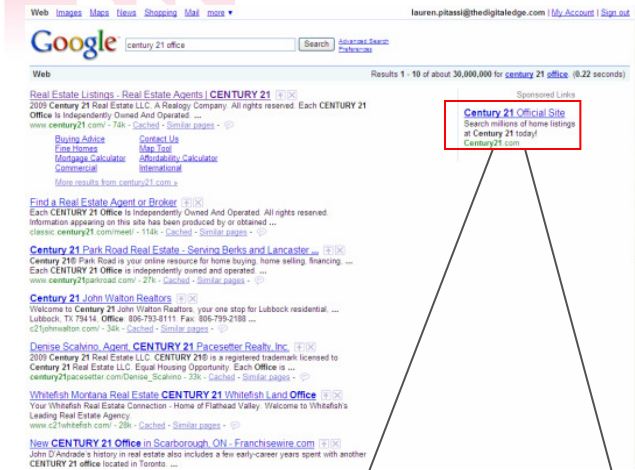


Century 21 List Your Home
Now more than ever a Century 21 agent is here for you. Get Started!
Century21.com/sell

- ▶ This segment targeted consumers actively looking for a property, wanting to contact a broker, or simply wanting to list their property online.



Loyalty



Century 21 Official Site
Search millions of home listings
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Century21.com



- ▶ Messaging contained a call-to-action that encouraged consumers to visit Century21.com to contact a broker or office, while also enforcing brand messaging for “brand loyalists.”