

Consumer Optix

Introduction to Lead Augmentation

June 2019

Program Overview



Through **Consumer Optix** BDX provides builders insights into their customers, prospects, and markets.

One of the areas that insight can drive the most impact to the bottom line is in better understanding prospective customers.

That's why BDX now offers **augmented leads**. With more information about your prospects you can

- Reduce time to close
- Improve conversion rates
- Optimize marketing and sales programs to drive higher returns on investment

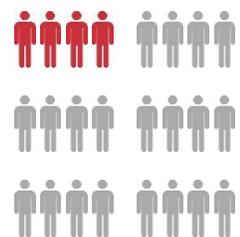
...all at **no additional cost** for BDX listings customers!



Augmented Leads



A typical **basic lead** will include the name, contact information, and information about the home or community he or she is interested in. **Augmented leads** include much more:



Market Segmentation

Tells you more about what “type” of prospect this is – a young family, a retired couple – and describes the typical demographics and behavior of that group. This can help you target your messaging to make the biggest impact.



Household Demographics

Gives you insight into this specific prospect, things like their income, current housing situation, and more.



Shopping Behavior

An indicator of lead quality, this data tells you what their recent activity has been on NewHomeSource.com. Have they submitted a number of leads for multiple builders, or have they just started looking today?

Partnered with Neustar



- BDX has partnered with **Neustar**, a recognized leader in this space, to deliver accurate, comprehensive customer data
- In addition to the data Neustar provides, BDX adds even more value with Shopping Behavior and **Consumer Optix Segmentation Clusters**
 - A new industry standard, designed specifically for home builders
 - 15 groups of similar Neustar market segments based on customer behaviors related to shopping for and building new homes
 - More practical in many situations than the very fine-grained Neustar market segments
 - Cluster personas include average demographics, rankings for various behaviors and insight into member behavior – and coming soon, will also include marketing channel and geographic insights

Consumer Optix Segmentation Clusters



Couples & Singles

High-Tech Affluent Couples

High Income Mature
Couples

Young Singles

Mid Income Mature Singles

Low Income Mature Singles

Families

Single Parents

Young Family Renters

Affluent New Families

Low Income Mature
Families

Mid Income Growing
Families

Affluent Mature Families

Mature Years

On The Move Retirees

Affluent Empty Nesters

Mid Income New Retirees

Mature Retirees



- The Affluent Couples & Singles are professionally successful households that are willing to pay a premium for the brands and products they desire. With disposable income on hand, these work-hard play-hard consumers are leaders in their field and within their friend circles. Often leading discussions and making decisions, these consumers will want a strong say in the amenities, features, and makeup of the home they are looking to purchase.
- These consumers are tech advanced and like having the ability to control products through their phones and voices. Highlighting smart products and making the home as tech equipped as possible will spike these consumers interest.
- These consumers need proximity to fitness studios, hiking trails, and other outdoor activities. Showcasing the community in which they are looking to buy as a quick drive or Uber to recreational activities and nightlife will reside with this group.

| | Group | US Avg. |
|--------------------|---------|---------|
| % of US HHs | 10.3% | |
| Average Age | 45 | 52 |
| Income Range | \$150k+ | \$72k |
| College* | 57% | 33% |
| Current Home Owner | 66% | 65% |
| Children | 11% | 32% |
| Married | 63% | 52% |
| Single | 37% | 48% |
| Employed Full-Time | 87% | 57% |
| Graduate Degree | 24% | 12% |
| 1+ Dog | 41% | 40% |

Shopping Behaviors & Attitudes

| | Rank |
|---|------|
| Worth Paying Extra for Quality Goods | 1 |
| Price Not Most Important Factor, Purchase What I Want | 2 |
| Despite Price, Important to Have Brand I Like | 2 |
| More Likely to Buy Online than in Store | 2 |
| For Expensive Items, Shop Different Stores for Best Price | 4 |

Lifestyle

| | Rank |
|--|------|
| I Am Often Chosen to be the Spokesperson | 1 |
| I Am Good at Leading Discussions | 1 |
| Work Centered: Far Above Average | 2 |
| Family Centered: Far Below Average | 3 |
| Member: Art Associations | 3 |

Technology Attitudes

| | Rank |
|--|------|
| I Try to Keep Up with Developments in Technology | 1 |
| Buy Tech that Connect to Products I already Own | 1 |
| Love to Buy New Gadgets and Appliances | 2 |
| Internet Involvement: Far Above Average | 2 |
| Pay Anything for Electronic Products I Want | 3 |

Financial

| | Rank |
|---|------|
| Like Other People to Think I'm Financially Successful | 2 |
| Level of Investable Assets: \$500k+ | 2 |
| I Refinanced My Primary Mortgage in Last 12 Months | 2 |
| Balance of 401K Accounts: \$500k+ | 3 |
| Personal Credit Rating: Excellent | 5 |

Hobbies & Interests

| | Rank |
|---|------|
| Yoga – Participate Every Chance I Get | 1 |
| Mountain/Road Biking – Participate Every Chance I Get | 1 |
| Weight Training – Participate Every Chance I Get | 1 |
| Leisure/Hobby: Photography | 1 |
| Leisure/Hobby: Go to Beach/Lake | 3 |

General Attitudes

| | Rank |
|--|------|
| I Like Control Over People and Resources | 1 |
| I Consider Myself Interested in the Arts | 1 |
| I Enjoy Entertaining People in My Home | 2 |
| Home Décor is of Particular Interest to Me | 2 |
| Important to Feel Respected by My Peers | 4 |

* College Graduate and Higher

Easy to Use



BDX makes augmented lead data easy to access

- The data can be accessed the web, in Shopper Profile pages in BDX Live
 - Links to the pages are included with the leads
- Builders can also pull the data via a new web service API
 - Data can be loaded into builder CRM systems or business intelligence systems for analytics

BDX LIVE | HOME | MY PRODUCTS | CONTACTS

Shopper Profile

BDX Shopper ID

Terms of Use

By accessing this data you agree to the [Acceptable Use Policy](#).

Tina's Home Shopper Segment

The BDX Consumer Optix Segmentation Model is now available!

A new model tailored specifically for the home building industry to identify and classify consumers into a relevant group of similar US households. We call it BDX Consumer Optix and it includes 15 Clusters characterized by a combination of demographics, psychographics, attitudes, and buying preferences. Sharpen your sales and marketing messages with the BDX Consumer Optix segmentation model.

Consumer Optix Cluster: Affluent Empty Nesters (ID: 8)
Vendor Segment ID: 43

[View Details](#)

[Browse and learn](#) about all clusters

Household Demographics

| | |
|-------------------------------|----|
| Household Occupants | |
| # of Person in Living Unit: | 2 |
| # of Children in Living Unit: | 0 |
| # of Adults in Living Unit: | 2 |
| Young Children? | No |

Income and Finance

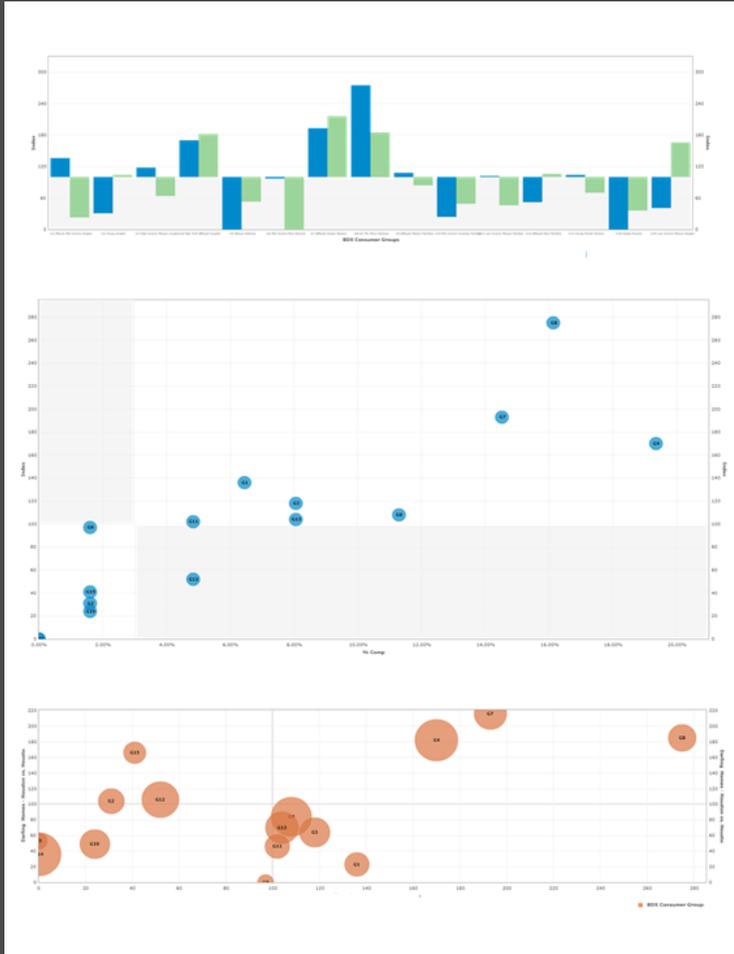
| | |
|----------------------------------|--------------------|
| Estimated Household Income: | \$ 25,000 - 34,999 |
| Property Owner / Renter: | Homeowner |
| Presence of Premium Credit Card: | Yes |
| Home Business: | Unknown |

Current Residence Information

| | |
|----------------------|-----------------------------|
| Property Type: | Residential |
| Property Value: | \$356,000.00 |
| Dwelling Unit Size: | Single Family Dwelling Unit |
| Property Year Built: | 1954 |
| Length of Residence: | 11 |

Recent NewHomeSource Activity

| | |
|------------------------------|-------------------------|
| Total Visits: | 10 |
| Last Visit: | 2018-08-02 10:55:14 UTC |
| Days on Site: | 14 |
| Average Visit: | 12 minutes |
| Total Time on Site: | 2 hours |
| Total Direct Lead Actions: | 4 |
| Total Indirect Lead Actions: | 2 |
| Total Community Views: | 25 |
| Total Home Views: | 11 |
| Total Video Views: | 4 |



There are real insights to be gained by analyzing augmented lead data

- Combining with sold home data delivers even more of the picture
 - Which people who shop for your homes actually purchase them?
 - What leads are more likely to convert?
- Build a better picture of your customer base to drive more cost-effective marketing
 - Implement targeted email nurturing
 - Better understand who is interested in specific communities, in specific geographies
 - Optimize marketing for different customer segments
- Different builder brands with similar price ranges - and the same brands in different markets - show material differences in customer profiles
- Target and position communities and brands more effectively

BDX is developing reports to give deliver this kind of intelligence

- BDX is in a unique position to provide analysis that individual builders cannot

How to Access Augmented Leads



1. Contact your **Account Manager** today!
2. Review and execute **Acceptable Use Policy**
 - Necessary since the augmented data contains sensitive information subject to regulations such as the Fair Housing Act and Fair Credit Reporting Act
3. **Access leads through web API or shopper profile links in BDXLive**
4. **Reference the BDX Consumer Optix personas**
 - Published in PDF and Excel formats



Lead Augmentation as a Service



How valuable would it be to get this kind of data about *all* of your leads – not just BDX leads?

- Services like Neustar are expensive, and often only available to high-volume builders

That's why BDX is partnering with Neustar to provide lead augmentation for *all* builder leads

- Same invaluable data, including the BDX Consumer Optix segmentation model
- At a price point **20%-50% lower** than any individual builder can obtain on their own

Pilot program is running now

- In return for your feedback and a commitment to test the service, participating builder get access to the augmented lead data *at no charge* for the duration of the pilot program
- Room for only one more builder in the pilot program
- Contact your Account Manager if you'd like to participate!



About BDX

The numbers paint a clear picture—today's homebuyers are going online to find their new home. Having a strong presence online is about more than just providing information for buyers—it is about creating a complete digital experience that brings your homes, communities and options to life.

BDX is a trusted resource for your digital marketing needs. In addition to the top new home listing site—NewHomeSource.com, BDX offers website development, mobile marketing capabilities, interactive floor plans, photo realistic renderings, video production, email services, social media packages, and innovative sales center technologies.

More Information

www.theBDX.com

info@theBDX.com