



Quick Start Guide

Welcome to Consumer Optix Lead Augmentation

With customer insights from BDX, Consumer Optix gives you information about your prospects that you can use to increase conversion rates and sell more efficiently, making a positive impact to your bottom line.

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 is providing **augmented leads** to you – **at no additional cost**. With more information about the prospect you can:

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





What Data does BDX Provide

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?



Market Segmentation

BDX has partnered with **Neustar**, a recognized leader in this space, to provide detailed market segmentation to the home builder industry.

Many builders find these 172 segments too finely-detailed for practical use, so BDX worked with Neustar and several builders to define **Consumer Optix Segmentation Clusters**:


- A new industry standard, designed specifically for home builders
- The 15 groups define clusters of similar Neustar segments based on customer behaviors related shopping for and building new homes

Summary personas are provided for each of the Consumer Optix clusters which include:

- Average demographics for the members of the cluster
- How the cluster ranks for various behaviors, relative to the other clusters
- Insight into how the members of the cluster typically behave
- Available from your Account Manager or via link from BDX Live Shopper Profiles

In future updates, BDX plans to add marketing consumption and geographic insights to the personas



High-Tech Affluent Couples		Demographics, Lifestyle, Attitudes			
 <ul style="list-style-type: none"> 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.	Rank	Rank	Rank
N of US HHS	10.3%				
Average Age	45	52	1	1	2
Income Range	\$150k+	\$72k	2	2	2
College*	57%	33%	2	2	3
Current Home Owner	66%	65%	4	4	5
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			Financial	Hobbies & Interests	General Attitudes
Worth Paying Extra for Quality Goods			1	1	1
Price Not Most Important Factor, Purchase What I Want			2	2	2
Despite Price, Important to Have Brand I Like			2	2	2
More Likely to Buy Online than in Store			2	2	3
For Expense Items, Shop Different Stores for Best Price			4	4	5
Lifestyle			Rank	Rank	Rank
I Am Often Chosen to be the Spokesperson			1	1	1
I Am Good at Leading Discussions			1	1	1
Work Centered: Far Above Average			2	2	1
Family Centered: Far Below Average			3	3	1
Member: Art Associations			3	3	1
Technology Attitudes			Rank	Rank	Rank
I Try to Keep Up with Developments in Technology			1	1	1
Buy Tech that Connect to Products I already Own			1	1	1
Love to Buy New Gadgets and Appliances			2	2	2
Internet Involvement: Far Above Average			2	2	2
Pay Anything for Electronic Products I Want			3	3	4



Household Demographics

The following demographics are included with each lead, specific to that lead:

- Estimated household income
- Persons living in household
- Children living in household
- Presence of young children in household
- Current property type
- Current property value
- Own/rent current property
- Current property year built
- Length of residence
- Presence of premium credit card
- Presence of home business

Shopper Behavior

The following shopper behavior data is included with each lead, specific to that lead:

All details are specific to NewHomeSource.com over a six month trailing period

- Total visits
- Last visit
- Days on site
- Average visit (in minutes)
- Total time on site
- Total direct leads submitted
- Total indirect leads submitted
- Total community views
- Total home views
- Total video views



Accessing Augmented Leads

BDX creates a **shopper profile** for each person that submits a lead. The shopper profiles contain all of the current augmented data for that person, plus a reference to each lead he or she has submitted.

There are two ways to access the shopper profile for each lead:

1. If you access leads via email, file (TSV/XML), or report, each lead will include a link to the shopper profile page for that person in BDX Live.
2. If you access leads via API, use the **GetLeadsExtended** and **GetUserBehavior** endpoints in place of the basic **GetLeads** endpoint
 - Full documentation explaining how to use these endpoints (with examples) is available from your Account Manager. Online tutorials are also available at <https://api.newhomesource.com/DataExplorer>.



Web API

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Consumer Optix Lead Augmentation



Shopper Profiles in 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

My Leads

Last Lead Submitted: 10/01/2018
Leads submitted in last 6 months: 3

[Lead Contact Detail Report](#)

Date	Community Name	Plan Name
10/01/2018	Hager's Crossing	-
10/01/2018	Hager's Crossing	Alexandrite
10/01/2018	Brookfield	-

Lead Detail

BDXLead ID:	15600957
Request Date:	10/01/2018
Source:	NewHomeSource
Lead Type:	Community

Lead Contact

FirstName:	Tina
LastName:	Oulton
Email:	oultontina@yahoo.com
Phone:	(240) 778-9756
PostalCode:	20850
Country:	USA

Property of Interest

StateName:	MD
MarketName:	Hagerstown
BuilderName:	Western Maryland
BuilderName:	Richmond American Homes - Western Maryland
CommunityNumber:	28270000
CommunityName:	Hager's Crossing

Qualifications

Comments:

Lead Type: Brochure - Lead Type: Brochure - Lead profile: www.thedbxlive.com/tp/15600957

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Joining the Consumer Optix Program

All builders that list with BDX can join the Consumer Optix program for **FREE**.

Because the data provided in this program is sensitive in nature, and its use is subject to various regulations including the Fair Housing Act and Fair Credit Reporting Act, BDX is required to have participating builders agree to an **Acceptable Use Policy**.

To join the program, contact your Account Manager. He or she will configure BDX Live so that you can access the program once the Acceptable Use Policy is accepted.

That's it!



Where Do We Go From Here?

BDX is in a unique position to deliver meaningful **business intelligence** to our customers with data that spans multiple builders and geographies:

- Position future communities more effectively
- Better understand how different brands with similar price ranges attract different customer segments
- Target brands in different geographies to match the local preferences of those buyers



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**

- 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 builders 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

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