

REAL ESTATE NETWORK

BiggerPockets Increases Paid Subscriptions 2x with 1:1 Personalization Across Channels

BiggerPockets is an online real estate community of over 1.3M+ professionals. Novice to expert level real estate investors can join the network for free to help develop their real estate skills, share investment ideas, or utilize the marketplace to purchase and sell homes. In order to both convert free users to paying subscribers and keep existing members engaged and informed, BiggerPockets needed an enterprise-scale, sophisticated marketing platform that would enable them to personalize and optimize their user experiences for growth.

THE TURNING POINT

No Insight Into Performance and Limited Functionality Hindered Growth

After years of being limited to basic ESP functionality, generic newsletters, and no insight into campaign performance drivers or optimization, BiggerPockets realized a new, data-focused approach was required. The team needed a marketing technology partner that would enable them to use the full richness of their customer data to personalize their user experiences across email and web, launch a variety of new campaigns, and attribute revenue back to specific campaigns activities.

OBJECTIVES

Engage and Monetize Users with Tailored Customer Experiences

▶ **Upgrade from Limited Batch-and-Blast Campaigns to Scalable 1:1 Personalization**

Deliver and scale personalized messages based on a users' experience level, content affinities, selected services, and interests.

▶ **Convert Free Subscribers to Paid, While Retaining and Engaging Existing User-Base**

Utilize customer data to create more focused, structured content and experiences tailored to how different member profiles use the site.

▶ **Optimize Campaigns with Insights on the Fly**

Auto-refine by building, testing, and optimization into every campaign element—from copy to layout—to drive maximum conversions as they run.



PRO SALES AND
+560% BOOK
SALES ANNUALLY



CONVERSION
RATE



CLICK-THROUGH
RATE



EMAIL SENDS

“ Blueshift has changed my career significantly in the last two years that I've been using it. It's an easy platform, but it's also smart: it does the day-to-day for me so I can hyper focus on my own growth. I've proven so much value in our channels that I've gone from a team of one to leading a team of 3, and get to spend my time focusing on bigger projects.



Lauren Hogan

Senior Director, Product Marketing
BiggerPockets

STRATEGY

Create Hyper-Personalized, Optimized Email and Website Experiences

The BiggerPockets team found that Blueshift checked all the boxes. Thanks to Blueshift’s integration with Segment, they seamlessly piped in all their data and were finally able to see site behaviors, conversions, and campaign engagement in a single place and tie touchpoints back to revenue.

BiggerPockets began by expanding its Welcome Series from 5 static emails to an adaptive sequence driven by user data and behavior and optimized to driving meaningful user actions for long-term engagement. The team increased engagement among new users with webinars and education content through automated testing. They also introduced retention campaigns with incentives triggered when user behaviors signaled churn risk. Best of all, by automating campaigns with built-in optimizations, the marketing team became less hands-on with campaign management and free to focus on other high-impact initiatives.

The following capabilities were critical to BiggerPockets’ success:



AI-Powered Recommendations

BiggerPockets used Blueshift’s customizable, adaptive recommendations to power its real estate marketplace, offer the right member discounts in its Pro Perks program, recommend books of interest, and connect members for networking opportunities.



Automated Testing and Optimization

BiggerPockets continuously tested every campaign element — templates, subject lines, format, layout, and link placement—and had the platform select the versions that drove conversion and retention.



Audience Syndications

BiggerPockets used their first party and predictive data to optimize prospecting through Facebook and accelerated registrations for webinars, their primary engagement driver.



Custom Goals and Events

By tracking specific goals and events, BiggerPockets could now determine the overall impact of each campaign and send meaningful emails to members based on their actions instead of best guesses.

Next Steps

With Blueshift, not only did BiggerPockets increase Pro and book sales, introduce new revenue streams, and reduce churn while steadily growing its customer base by 1.5% per week; but were able to show the value-add impact of campaigns on revenue and quadruple their team size. The company now plans to integrate more data to further improve customer experiences and extend personalization to mobile push and SMS.



“ In moving to Blueshift, I was able to see what worked week over week. First we did subject line testing, then moved into testing more around the format. It was so easy to make adjustments and understand the results. We quickly went from 2k webinar signups per week to 5-7k per week -- all because Blueshift gave us the information and the autonomy we needed. It’s killer.”



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