

Xome.com's success story

Xome.com Increased Conversion Rates 11% with Real-Time Property Recommendations Powered by First-Party Data

Key Results:

23% ↑
Pages Views

11% ↑
Conversion Rate

80+ hrs
Saved for Xome dev team



SUMMARY

Xome.com is an online home auction platform offering over 5,000 homes across the United States. Xome.com partnered with Fulcrum to overhaul their property recommendation system and implement real-time personalization capabilities. Their goal was to increase engagement with recommended properties and drive more auction bids.

PROBLEM

Xome.com was focused on making it easy for users to find relevant properties quickly. They found that their current recommendation engine was overly complicated to manage and couldn't update in real-time based on user actions on the site, causing them to miss out on auction bids across the board.

SOLUTION

Xome used Fulcrum to collect First-Party Data and to create a custom rule-based segmentation system that used predictive analytics to recommend the most relevant content for each user in real-time.

The segmentation system was based on four key criteria:

- a) Location: IP Address and Search Preferences to identify geographic areas of interest
- b) Asset Category: Property type preferences including residential, commercial, and land
- c) Property Characteristics: Price range, number of bedrooms, square footage, and other key features
- d) Days Remaining in Auction: Urgency-based recommendations to highlight time-sensitive opportunities

Xome.com implemented the custom Fulcrum recommendation module both on the site and via email in a few easy steps, which didn't require an internal developer. Fulcrum provides real-time recommendations based on the segment criteria, allowing their marketing team to go live without the need to involve their UI/UX design team.

RESULTS

Xome.com ran a 30 day A/B test comparing the user engagement of their prior recommendation engine vs Fulcrum's. For the recommended homes, they were able to achieve the following results:

- 23% increase in Pages Viewed: Users engaged more deeply with recommended properties, viewing more listings per session
- 11% increase in Conversion Rates on Recommended Homes: The personalized recommendations drove more auction bids and completed transactions

The Fulcrum Recommendation Engine can now operate as a fully automated customer experience improvement for their team moving forward.

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