

Increasing Effectiveness of Real Estate Marketing with H2O.ai



Highlights:

- ✓ Increased propensity to fill leases
- ✓ Lead scoring accuracy of over 95%
- ✓ \$1.5M/month savings
- ✓ Improved customer call center effectiveness

“H2O Driverless AI allows us to not only take the forms that our customers fill out, but also the phone calls. Phone calls are really important in marketing...about 90% of the leads we generate are call based leads. With intelligent lead scoring powered by H2O Driverless AI, we came up with a powerful solution that made it possible to achieve our goal of accurately identifying high quality leads from phone calls for our customers faster than ever before!”

– Martin Stein, Chief Product Officer at G5

Executive Summary

G5, Inc. is a leading marketing optimization company for the real estate industry. Through its Intelligent Marketing Cloud, G5 helps customers optimize advertising and lead management to increase marketing efficiency and effectiveness. G5 works with more than 7,000 properties in the United States and Canada. Its customers are leasing companies for large apartments, senior living, and self storage complexes. G5 employs leasing agents who follow up on leads through phone calls. Unfortunately, according to industry research from Conversica, only 38% of real estate companies can follow up on all their leads, and

G5 found that just 14% of leads—1 in 7—were productive. This low success rate resulted in low job satisfaction, high turnover for leasing agents, and low conversion numbers. G5 wanted to solve this by using machine learning; the company knew that machine learning could help identify stronger leads that would more likely result in sales. Although G5’s product team consisted of trained statisticians and behavioral scientists, the company didn’t have dedicated data science resources to create the needed machine learning models.

Challenges

The real estate marketing company found that only 14% of its call leads were productive. While machine learning offered promise in addressing this inefficiency, the realities of implementation could prove to be time consuming, expensive, and a barrier to innovation.

Solution Powered by H2O Driverless AI

G5 found that H2O Driverless AI addressed its challenges with identifying the difference between a productive lead and a dead end. “At G5 we are leveraging AI to guide the decision-making process in real estate marketing

with the help of our Intelligent Marketing Cloud platform that maximizes marketing effectiveness and efficiency,” said Martin Stein, Chief Product Officer at G5. “The G5 Intelligent Marketing Cloud continuously and efficiently improves its accuracy and predictive qualities.” G5’s first task was to build data sets consisting of 100,000 lead call transcripts and their scores. The company stored these data sets on Amazon S3, and powered its machine learning with the compute capacities of Amazon EC2. G5 then used H2O Word2Vec to analyze the data sets and generate a table of features to serve as the underpinnings of the emerging machine learning model.

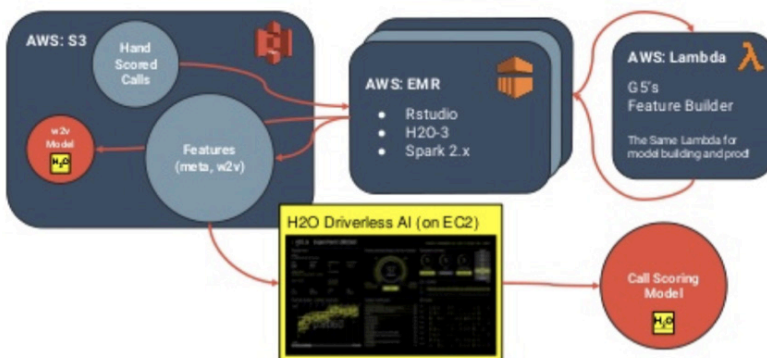
Having a preliminary matrix of the model, G5 used H2O Driverless AI to further engineer the model's features, and train it using the existing data sets. As a result, the model identified high-quality leads with increasing accuracy. Lastly, G5 needed to make its results production-ready and usable by leasing agents. To do so, the company ran the modelling results on AWS Lambda and passed them through H2O

Driverless AI's automatic scoring pipelines. These are essentially a variation of MOJO scoring, providing an easy, high-performance and scalable way to deploy and display modelling results. The model scoring and complexity was completely removed from leasing agents' view, yielding a list of high-value leads for leasing agents to contact.

Results

Using H2O Driverless AI in conjunction with H2O-3, the company derived an accurate, relevant feature table from its data sets. Based on this, the company can engineer a feature set around which it can build, test, tune, and deploy machine learning models. Results can then be scored to identify high-quality leads and improve sales conversions. The main benefits for G5 and its customers:

1. Model development. Using H2O Driverless AI, the G5 team was able to reduce model development time by 80%. With this, the product team estimates they are able to deliver the work of two additional senior technical employees without any dedicated data science or deployment resources.



2. Model results. The G5 team increased the accuracy of lead scoring to over 95%. As a result, leasing agents connect with qualified leads 85% of the time, a substantial improvement from the previous 14% benchmark. Based on these models, customers are saving \$1.5M/month.

3. Customer results. Leasing agents are better equipped to meet their sales quotas. This has a significant positive impact on job satisfaction and reducing agent turnover, which leads to dramatic cost savings in the sales process. For leasing companies, having more effective leasing agents who stay on the job longer means that they need fewer agents to meet their goals and they can deploy resources to other areas of their business.

Key Use Cases at G5

- Lead scoring
- Smart segmentation
- Next Best Action
- Content Personalization
- Sentiment analysis

Ready to see it in action?

Driverless AI is helping companies achieve real business benefits using AI. To learn more about H2O.ai and to request a live demo of Driverless AI, visit us at www.h2o.ai.

About H2O.ai

H2O.ai is an open source leader in AI with a mission is to democratize AI for everyone. H2O.ai is transforming the use of AI with software with its category-creating visionary open source machine learning platform, H2O. More than 18,000 companies use open-source H2O in mission-critical use cases for Finance, Insurance, Healthcare, Retail, Telco, Sales and Marketing. H2O Driverless AI uses AI to do AI in order to provide an easier, faster and cheaper means of implementing data science. H2O.ai partners with leading technology companies such as NVIDIA, IBM, Intel, AWS, Microsoft Azure and Google Cloud Platform and is proud of its growing customer base which includes Capital One, Progressive Insurance, Comcast, Walgreens and MarketAxess. For more information about how H2O.ai is driving an AI transformation, visit www.h2o.ai