

The InsightOut Map

Digital competitiveness of Real Estate Portals in Poland, Czechia, Slovakia, and Hungary - Q1 2021

A regional comparison of the top 3 players in each market.

by InsightOut Analytics, March 2021

About this report

This report measures Digital Presence and Digital Maturity and highlights areas of potential improvement for the players in consideration. To assess Digital Presence and Digital Maturity, InsightOut Analytics' proprietary methodology considers 5 dimensions and 11 subdimensions, computed by considering more than 45 features of each player. This report focuses on the largest 3 players in each focus market, judged by Digital Presence and does not aim to be an exhaustive comparison of all players. Moreover, the report considers one player each entity that has a stand-alone digital presence, regardless of ownership structure.

Main findings

Leaders: Otodom (PL), Reality.Idnes (CZ), and Ingatlan (HU), and Nehnutelnosti (SK)

Challengers: Morizon (PL), Bezrealitky (CZ), Nieruchomosci-online (PL), and Topreality (SK)

Conservatives: Startlak (HU) and Sreality (CZ)

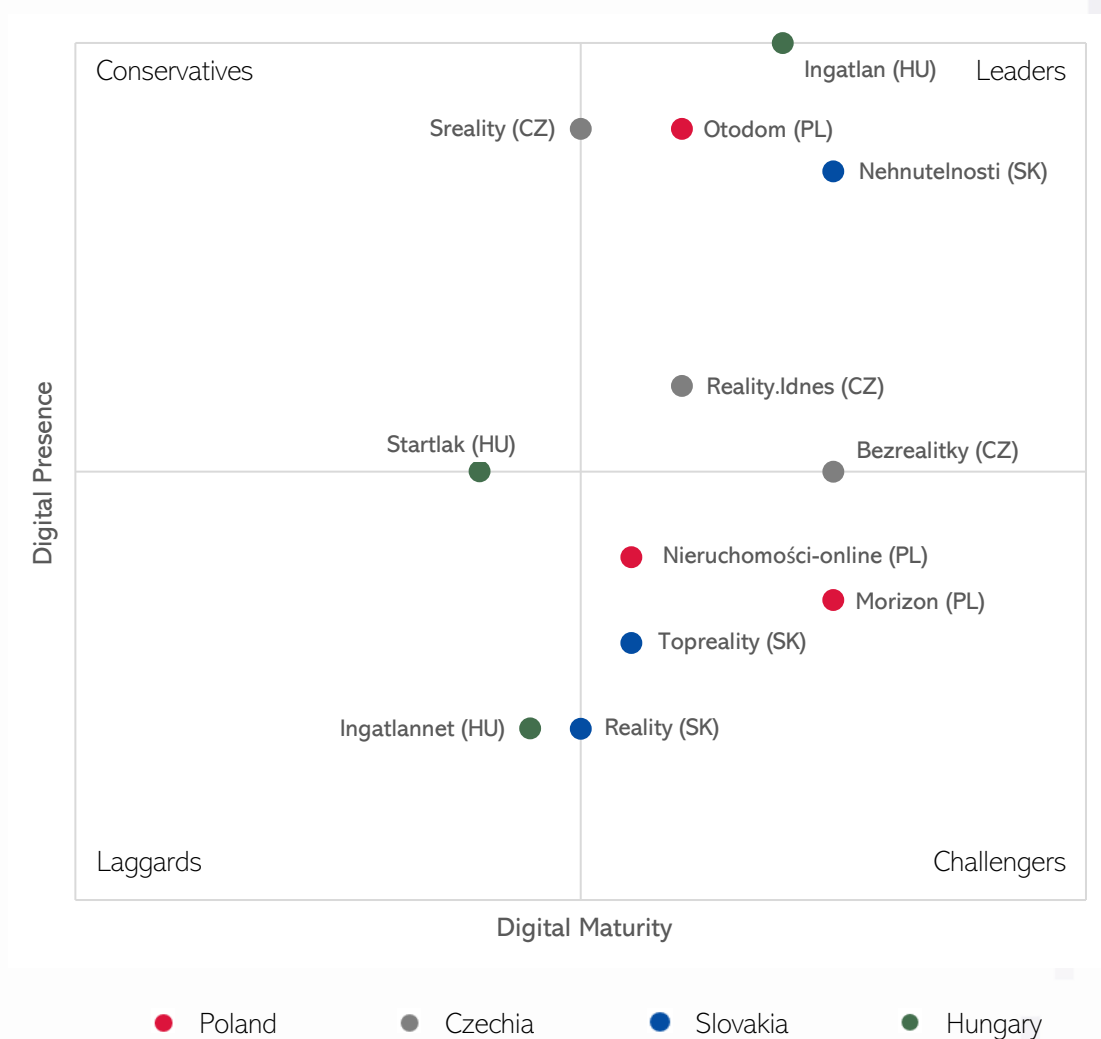
Laggards: Ingatlannet (HU) and Reality (SK)

Highest Digital Presence: Ingatlan (HU), Nehnutelnosti (SK), Otodom (PL), and Sreality (CZ)

Highest Digital Maturity: Nehnutelnosti (SK), Bezrealitky (CZ), and Morizon (PL)



The InsightOut Map – Real Estate Portals in Poland, Czechia, Slovakia, and Hungary – Q1 2021



InsightOut Map Scorecard – Real Estate Portals in Poland, Czechia, Slovakia, and Hungary – Q1 2021

	Weight	Bezrealisty (CZ)	Reality.idnes (CZ)	Sreality (CZ)	Ingatlan (HU)	Startlak (HU)	Ingatlanet (HU)	Otodom (PL)	Nieruchomosci-online (PL)	Morizon (PL)	Nehnutelnosti (SK)	Topreality (SK)	Reality (SK)
Digital Presence		2.50	3.00	4.50	5.00	2.50	1.00	4.50	2.00	1.75	4.25	1.50	1.00
Website Visitor Traffic	80%	2.50	3.50	5.00	5.00	3.00	1.00	4.50	2.00	1.00	4.00	1.50	1.00
Native Application Downloads	20%	3.00	1.00	2.50	4.75	1.00	1.00	4.50	2.25	4.25	4.75	2.00	1.50
Digital Maturity		3.75	3.00	2.50	3.50	2.00	2.25	3.00	2.75	3.75	3.75	2.75	2.50
Technology Stack Maturity	30%	4.00	1.25	1.50	3.00	2.25	3.50	3.00	1.75	4.50	2.50	2.50	2.50
Page Load Time	40%	3.50	3.00	2.00	2.50	3.50	4.00	2.50	4.50	3.50	4.00	4.50	4.00
Tech Stack Completeness	60%	4.50	-	1.00	3.50	1.50	3.00	3.50	-	5.00	1.50	1.00	1.50
CX Quality	40%	2.75	2.75	3.00	3.50	2.00	2.50	3.25	2.00	2.75	3.75	2.75	2.75
Visitor Engagement	30%	2.50	3.50	4.75	3.25	1.00	1.25	3.50	2.00	1.00	4.25	3.75	3.50
App Rating	10%	1.00	1.00	1.75	3.25	1.00	1.00	4.00	1.00	4.50	3.25	1.00	1.50
Quality of Recommendations	20%	3.00	3.00	1.00	3.00	2.00	3.00	1.00	1.00	4.00	4.00	1.00	4.00
Quality of Search	20%	3.00	2.00	3.00	4.00	2.00	3.00	4.00	3.00	3.00	3.00	3.00	2.00
Feature Completeness	20%	3.25	3.50	2.75	4.50	3.75	4.50	4.00	2.75	3.50	3.25	3.50	2.00
Marketing Strategy Effectiveness	30%	5.00	5.00	3.00	4.25	1.50	1.00	2.25	4.50	4.25	5.00	3.25	2.50
Performance Marketing Effectiveness	50%	5.00	5.00	1.00	3.50	2.00	1.00	1.50	4.50	5.00	5.00	5.00	3.00
E-Mail Marketing Effectiveness	50%	5.00	5.00	5.00	5.00	1.00	1.00	3.00	4.50	3.50	5.00	1.50	2.00

Player Profiles

Leaders

Ingatlan (HU)

Ingatlan (HU) has a high Digital Presence, emerging as the dominant player in Hungary. Ingatlan (HU) has some of the best-ranked native applications in the present report. Moreover, it excels in Feature Completeness (by providing great support for social logins, and easy saved searches and favourites) as well as E-Mail Marketing Effectiveness. However, Page Load Speeds (especially the time to the Largest Contentful Paint) are sub-par and the Quality of Recommendations can be improved by adding them to the home page and adding cross-session awareness.

Nehnutelnosti (SK)

Nehnutelnosti (SK) – part of Ringier Axel Springer Group - is leading in terms of Digital Presence in Slovakia. Moreover, Nehnutelnosti (SK) is one of the leaders in Digital Maturity as it has one of the best recommendation engines in the report. Nehnutelnosti (SK) has the quickest user registration (with solid social login functionality). Among visitor traffic sources, social media is stronger than with other players. In terms of search and filter functionality, Nehnutelnosti (SK) is one of the few players to allow for multiple choice on location but does lack in filter diversity and misspelling recognition. Lastly, adding items to the favourites list is less within reach than with other players.

Otodom (PL)

Otodom (PL) – part of OLX Group – has one of the strongest Digital Presence scores, driven by both the website and the popular high-quality applications. In terms of traffic sources, Otodom (PL) has a strong link to OLX (up to 20% of total website traffic). Otodom (PL) has the longest visit duration in this report and makes use of advanced analytics and optimization tools like Optimizely and CrazyEgg. Otodom (PL) also has the strongest search functionality in the report. However, Otodom (PL) does not offer well-catered recommendations to users (on either item pages or the home page).

Reality.Idnes (CZ)

Reality.Idnes (CZ) – part of AGROFERT Group – is the only Leader in Czechia, despite not having the highest Digital Presence or Digital Maturity in the market. However, Reality.Idnes (CZ) stands out through its strong

Performance Marketing Effectiveness (especially driven by PPC) and strong E-mail Marketing Effectiveness. Moreover, Reality.Idnes (CZ) offers some of the best saved search and favourites saving functionalities in the report. Where Reality.Idnes (CZ) is falling behind other players is Quality of Search, the less complex recommendation engine placed at the bottom of listing pages and the lack of social login functionality. This report could not compute the Tech Stack Completeness for Reality.Idnes (CZ), so this value was inferred.

Challengers

Bezrealitky (CZ)

Bezrealitky (CZ) is one of the top players in terms of Digital Maturity. It has one of the most impressive track records at testing marketing and analytics tools driving a high Tech Stack Completeness score. Bezrealitky (CZ) has some of the strongest E-mail Marketing Effectiveness as well as Performance Marketing Effectiveness scores. One of the features standing out is the enhanced saved search functionality ("Watchdog"). Where Bezrealitky (CZ) falls behind the other players is its native app ratings and lengthy user registration (which does not fully use social login functionality). Moreover, Bezrealitky (CZ) has some of the shorter website visits in this report.

Nieruchomosci-online (PL)

Nieruchomosci-online (PL) stands out through its Performance Marketing Effectiveness and E-mail Marketing Effectiveness, as well as the great buyer registration (only 3 fields and complete social login functionality). Moreover, Nieruchomosci-online (PL) has strong search capabilities and some of the fastest loading pages in the report. Where Nieruchomosci-online (PL) is lagging is the lack of a recommendation engine and sub-par saved search functionality. This report could not compute the Tech Stack Completeness for Nieruchomosci-online (PL), so this value was inferred.

Morizon (PL)

Morizon (PL) – part of Ringier Axel Springer Group – is one of the top players in terms of Digital Maturity. Morizon (PL) has a good recommendation engine in terms of relevance and placement, and solid mobile applications with good ratings. Moreover, Morizon (PL) has a less usual approach to user accounts, making it easy to register for the newsletter or view favourite items, while not providing a full "my account" page with saved searches to users. Morizon (PL) has the strongest Tech Stack Completeness in this report (with tools like User.com, Amplitude and Indicative). However, Morizon (PL) falls behind in terms of Visitor Engagement (shortest visit duration and high bounce rate).



Topreality (CZ)

Topreality (CZ) – part of Ringier Axel Springer Group – excels in terms of Visitor Engagement (many pages per session, and low bounce rate). In terms of feature completeness, Topreality (CZ) provides a strong price comparison solution and good search functionality. Moreover, Topreality (CZ) has a high Performance Marketing Effectiveness, mostly driven by PPC campaigns. Where Topreality (CZ) falls behind is the lack of a recommendation engine and saved search functionality. Moreover, Topreality (CZ) does not use any advanced analytics tools as part of the tech stack.

Conservatives

Sreality (CZ)

Sreality (CZ) – part of Seznam – has the largest Digital Presence in Czechia by a significant margin. An important part of traffic (up to 10%) comes from Seznam directly. Sreality (CZ) has one of the best visitor engagements (one of the lowest bounce rates and long visit duration), as well as strong E-mail Marketing Effectiveness. However, Sreality (CZ) lags on CX Quality features due to the lack of a recommendation engine and one of the most complicated user registration flows (going through Seznam SSO). Moreover, Sreality (CZ) does not employ a competitive performance marketing strategy.

Startlak (HU)

Startlak (HU) is one of the Conservatives with significant Website Visitor Traffic and a strong Feature Completeness, driven by a strong price comparison feature and an easy user registration process. Startlak (HU) has some of the better Page Load Times in the report. However, Startlak (HU) has the lowest Digital Maturity Score, mostly driven by the low Visitor Engagement, basic search functionality and sub-par recommendation engine (e.g., sometimes recommending the listing it is displayed on).

Laggards

Reality (SK)

Reality (SK) - part of Ringier Axel Springer Group – is positioned close to the Challengers in the InsightOut Map. Among the highlights, Reality (SK) has one of the best Visitor Engagements (with the highest visit duration) and a solid recommendations approach on the right of each listing page. However, Reality (SK) has the most basic

search functionality and Feature Completeness in the report. Moreover, Reality (SK) had a poor rating for their native Android application, which appears to be withdrawn from the store.

Ingatlannet (HU)

Ingatlannet (HU) is one of the smaller players in terms of Digital Presence. However, Ingatlannet (HU) excels at Feature Completeness given their fastest user registration (2 steps, 2 fields and solid social login) and easy favourites management. Moreover, Ingatlannet (HU) has a strong Technology Stack Completeness (with tools like Indicative and Capturly). Where Ingatlannet (HU) lags is Performance Marketing Effectiveness and E-mail Marketing Effectiveness (relying heavily on organic traffic). Moreover, the Visitor Engagement score is low due to short visit durations and few pages per visit.



Methodology

To assess Digital Presence and Digital Maturity, InsightOut Analytics' proprietary methodology considers 5 dimensions and 11 subdimensions, computed by considering more than 45 features of each player. InsightOut Analytics builds its dataset from public data only and does not use any internal data from the players in the report. Some values are absolute scores (i.e., specific thresholds need to be exceeded for a specific score) while other values are relative scores (i.e., specific percentiles need to be exceeded for a specific score).

Digital Presence

Digital Presence assesses the prevalence of a player's digital channels in every market. The digital channels considered are websites and native mobile applications (both Android and iOS). For each channel's score, the number of monthly users is estimated. Given the highly localized nature of Real Estate Portals, the number of monthly users is weighted by the market's total size.

Digital Maturity

Digital Maturity is driven by the Technology Stack Maturity, the CX (customer experience) Quality and the Marketing Strategy Effectiveness.

Technology Stack Maturity

The Technology Stack Maturity is assessed by considering the Page Load Times and the Technology Stack Completeness. The **Page Load Times** (absolute score) considers the total time for the website to load on both mobile and desktop. The **Technology Stack Completeness** (relative score) is evaluated by inspecting the source code of digital channels and identifying the used tools (such as audience measurement tools, personalization tools, A/B testing tools etc.).

CX Quality

CX Quality is the most complex dimension as it considers 5 subdimensions. **Visitor Engagement** (relative score) is scored by estimating the website visitor engagement based on bounce rates, time per visit and average number of pages viewed per session. **App Rating** (relative score) is based on the average rating of the Android and iOS apps of the players. The **Quality of Recommendations** (absolute score) is scored based on the completeness and complexity of personalized recommendations offered on detail pages, main pages and via e-mail. The **Quality of Search** (absolute score) is driven by the number of filters offered, by the existence of a keyword search field

and by the ability to deal with common typos (e.g., when misspelling cities). **Feature Completeness** (absolute score) is computed by evaluating the ease of buyer registration (existence of social logins, number of fields and steps), the existence of price comparison engines, the ease of flagging items as favourite, the completeness of saved searches, and the existence of financial intermediation features.

Marketing Strategy Effectiveness

Marketing Strategy Effectiveness consists of two subdimensions: Performance Marketing Effectiveness and E-Mail Marketing Effectiveness. **Performance Marketing Effectiveness** (relative score) is computed based on the player's ability to drive traffic to its digital channels through paid search and display advertising. **E-Mail Marketing Effectiveness** (relative score) is computed based on the player's ability to drive traffic to its digital channels through e-mail newsletters.



About InsightOut Analytics

InsightOut Analytics is a Data Science, Machine Learning & AI company focusing on the Internet, Media, and E-Commerce verticals. InsightOut Analytics develops and implements complete business solutions which enable clients to outperform their peers by using data-driven solutions like Recommendation Engines, Search Engines, Churn Prediction, Inventory Optimization, Promotion and Ads Optimization as well as Data Warehousing. InsightOut Analytics is a brand of Machine Learning Solutions SRL, having its headquarters in Timisoara, RO and offices in Osnabrück, DE and Bucharest, RO.

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