Revolutionising Digital Experiences at Scale with REA & Tealium

For nearly three decades, REA Group has led the way in tech innovation within the property search sector. Over the past ten years, it has positioned itself as one of Australia's market leaders in personalisation at scale, recognising the transformative power of real-time data. The REA team is dedicated to pushing the boundaries of digital and tech innovation.

The Partnership with Tealium

Partnering with Tealium and adopting a "best of breed" approach enabled REA Group to transform its operations, placing customer data and personalised experiences at the core. This strategy has resulted in significant operational efficiencies, better marketing spend utilisation, and deeper insights across the marketing funnel.

A Multi-faceted, Dual-sided Audience Strategy

Operating within a dual-sided marketplace, REA Group caters to both consumers and real estate agents, each with distinct needs. For instance, a young couple seeking a rental property has different requirements than prospective home buyers. This diversity necessitated a unified data solution to consolidate REA's extensive first-party data and streamline distribution across various platforms, facilitating collaboration among teams.

The Business Challenges that Led to CDP Adoption

Despite being an early adopter of personalised solutions, REA faced challenges as it expanded, including:

1. Custom-Built Tools: The reliance on disparate systems increased costs and complexity.
2. Siloed Data: Data was isolated among different teams, leading to fragmented insights.
3. Channel Limitations: While email marketing thrived, other channels could not deliver equally sophisticated personalised messages.
4. Collaboration Issues: Siloed teams hindered effective information sharing, limiting the potential for scaled personalisation.

"As a team, we always strive to make the property experience more seamless for both consumers and real estate agents. Partnering with Tealium has allowed us to turn consumer data into real-time personalised experiences at scale. This strategic alignment has not only scaled our approach but also provided us with deeper insights and more effective marketing strategies, driving significant growth and innovation across REA Group."

Sarah Myers,
GM Audience & Marketing, REA GROUP

First to Market with Best of Breed

To address these challenges, REA Group initiated a rigorous RFP process for a Customer Data Platform (CDP) and a Customer Engagement Platform (CEP). Ultimately, the company opted for a best of breed approach, selecting Tealium for its ability to handle large data volumes and real-time functionalities. Braze was chosen as the engagement platform for its advanced omni-channel communication capabilities.

The CDP journey began with a Proof of Concept (POC) to demonstrate value to the marketing team and gain trust from senior leadership. Following its success, the scope expanded to encompass broader datasets necessary for driving campaigns. Five years later, Tealium powers most customer experiences at REA Group, with all business units acknowledging its significant impact.

"The partnership between REA Group and Tealium is truly best in class and we are incredibly proud that REA has entrusted Tealium to activate their world class first party data strategy. They were one of the first to market with the Tealium CDP and their best of breed approach and have steamed ahead with their performance by leveraging the power of real-time. What's most impressive is that they continually iterate and incorporate learnings to drive innovation. REA Group leads the way in terms of delivering incredible CX for their customers. The results are outstanding and it's so exciting to see the business go from strength to strength."

Caitlin Riordan
VP of Customer Success APJ, Tealium

Reaping Rewards at Scale

The integration of Tealium has led to impressive results:

1. Data Processing: Tealium processes **over 65 million events daily**, updating more than 40 million data points through seamless integration with Braze.

2. Real-time Campaigns: With over **80 unique real-time events**, REA Group executes campaigns swiftly, enabling rapid experimentation and automated decision-making.

3. Campaign Performance: The "Save a Search" initiative achieved a **23x higher click-through rate and a 10x higher conversion rate** compared to scheduled emails.

4. Personalised Experiences: Tealium delivers **7.5 million personalised recommendations daily**, ensuring a tailored user experience across platforms.

5. Increased Engagement: Since implementation, **REA has experienced an eightfold increase in visits from owned channels which contributed to over $10m in earned media each year.**

6. Media Optimisation: Tealium enables REA to effectively redistribute media investments, enhancing marketing efficiency.

7. Tech Consolidation: Tealium's implementation has streamlined REA Group's tech stack by retiring outdated systems, leading to significant cost savings and a more secure, privacy-focused infrastructure.