



How Warburg Uses Adfenix to Drive Competitive Advantage

Realizing that digital technology had fundamentally changed customer behavior and expectations when looking to buy and sell property, Warburg partnered with Adfenix to improve the awareness of their portfolio and increase leads and sales.

The Results

4x

increase in average leads on properties

30x

more traffic to advertised properties

2000

average website visitors per property

Generate traffic and leads to the brokerage site.

Warburg reported that aside from generating inquiries, the behavioral targeting enabled them to reach potential buyers early on in the search process. This has given their agents a strong competitive advantage over other agents in the area.

- ✓ Continue to provide the most cutting-edge tools to their agents/clients.
- ✓ Improve ability to connect with clients directly on their website.

About Warburg

Warburg Realty is Manhattan's leading independent brokerage that has distinguished itself in the vanguard of tech-savvy RE companies.

Company Size	97 agents
Location	New York
Products	Home Booster



Attracting buyers and generating more leads

The Adfenix platform enables us to attract buyers and generate more leads per listing through our own website.

Clelia Peters – President, Warburg Realty

150+

Brokerages around the globe have chosen Adfenix to reach, engage, and convert their audiences.