

Generating over 4-times the applicant and valuation leads than Zoopla for The Pedder Group



Pedder Case Study

The Client

With over 40 years' experience and a truly extensive knowledge of the property market in the South East of London, The Pedder Group are one of the capital's leading estate agency brands.

This multi-award-winning business has strong links with the community and prides itself on its industry-leading standards of professionalism, integrity and empowerment for their clients.

The Brief

Webdadi's brief was to successfully deliver 3 brand new websites for The Group; which included Pedder, the estate agency part of the business, Pedder Developments, the new homes and developments arm, and Elysian Finance. It was crucial that each website reflected their own unique brand and messaging, but also retain the overarching corporate feel of The Pedder Group.

In addition, and in their role as lead generation experts, Webdadi would also look at maximising the website's inbound lead generation, and give complete content control to the Group; meaning that they could update, upload, amend and measure the success of their content easily and effectively.

Key Challenges

1. The build of 3 fully content editable, manageable and responsive websites

Ensuring Pedder's marketing teams could easily update content and even build new pages if necessary was a key part of this brief.

2. Maximise targeted Lead Generation for The Pedder Group

This would be produced through the implementation of a dedicated CMS system and proven lead tracking software built especially for estate agents.

3. Make crucial marketing data easily accessible

It was important that key website statistics were easily available so Pedder could assess the impact and success of changes across the three websites, and highlight the actions needed to drive business performance.

4. Help The Pedder Group engage effectively with their community

The websites had to deliver the ability to blog about local community projects in a way that could be leveraged across The Pedder Group, particularly for the estate agency brand.



The Results

The project has been a resounding success for The Pedder Group. The three websites were delivered by Webdadi in a timely manner to The Pedder Group, and their positive effects were virtually instantaneous!

In the first six months of launch, Pedder experienced x4.5 more applicant and valuation leads than Zoopla. In addition, they experienced a huge 239% increase in online property views via their website, and a 47% increase in online account creations.

4.5x more applicant and valuation leads than Zoopla*

239% increase in their online property views*

47% increase in online customer account creations*

Fully manageable and editable content management system

Timely delivery of three distinct websites with a consistent brand feel

"The Webdadi team are experienced, creative and passionate. They broke the project down into manageable chunks and guided us through each website build step by step. The process was well organised, quick and painless. Their technical knowledge was fantastic and they were brilliant at bringing our idea to life in a slick user friendly way. All three websites look great and are easy to navigate.

"The back-end of the software is easy to use and has some brilliant features which we have not seen from other website providers. Webdadi are keen to stay at the forefront of their industry and therefore keep rolling out new useful features. Since we have launched our sites with Webdadi we have seen a significant increase in users.

"The Helpdesk are quick to respond and make sure they keep us updated on any issues which need to be resolved. Elliott, Harry and Rick have been fantastic and are a pleasure to deal with."

Rebecca Walmsley, EA to Alex Pedder, The Pedder Group

Contact us today to learn more about how we can help you improve your website lead generation. You can email us at sales@webdadi.com, or give us a call on 0208 246 6060.

* Source: Google Analytics & VIA Website & CRM Edition enquiry report generated by Pedder