

CASE STUDY #12: RENT THE PLACE INCREASED CLICK-THROUGH RATES TO 25%

About Rent the Place:

Renttheplace.com, a site that connects landlords of rental properties with potential renters, was started by Bonnie Lennox about three years ago. The site hosts an online community that provides a means of interaction between landlords and renters.

The Rent The Place Challenge:

Renttheplace.com faced the challenge of attracting and retaining site visitors, a common obstacle for websites searching for a way to differentiate from the competition. Lennox needed to find a way to not only attract both renters and landlords to her site, but also retain them long enough to foster a connection between the two parties. Additionally, the site's information had to be delivered in a simple and efficient format that would serve as a helpful resource for community members.

The SitePal Solution

Lennox needed an innovative solution to help with her dilemma, and SitePal's talking avatars fit all of the business needs she had been struggling to address.

"It breaks the ice," she said. "And the SitePal character allows easy access to important information right up front so everyone knows what to expect."

The SitePal speaking avatar attracted site visitors because it was interactive and made the site stand out. The character was also functional, assisting community members by directing them to various sections of the site. With its friendly voice and professional demeanor, the character helped to personalize the overall user experience for site visitors.

In addition to the talking character, Renttheplace.com used SitePal's FAQ (Frequently Asked Questions) functionality. This feature allows users to quickly find answers to important questions by clicking on a pre-defined Q&A list, whereby the character provides the corresponding answer. This educational and interactive feature saves the user time and effort wasted from scrolling through lengthy pages of text, offering concise answers to their most frequently asked questions.

The Results

Since adding a SitePal character and the FAQ functionality, Renttheplace.com saw significant gains in all areas of its business. The company reported that **SitePal attracted 15 times more visitors to the site**. The ability of the character to hold visitors' attention and to direct customers to various sections of the site was also documented, **as click-through rates for product pages rose from 1% to 24%**.

CLIENT RESULTS:

- SitePal attracted 15 times more visitors to the site
- Click-Through Rates on product pages rose from 1% to 25 %



The FAQ feature has also proved to be a successful and educational tool. Lennox says that the number of customer calls have dropped dramatically to the point of being almost non-existent. Customers have given positive feedback about the avatar, saying that they like being able to obtain answers to questions quickly and effortlessly.

"If it saves them time and gets the job done, that is great," she said. "It makes it even better that our talking avatar is kind of cute too."