

> News automation Real estate content

Our real estate content is used by every Swedish local media house and several in Europe and the US. Texts are hugely popular with readers. The content drives value in subscriptions and advertising and can be used in semi-automated native advertising (see pro-tip below). For further information, contact us.



The real estate content

Automated texts on house/property sales with information such as buyer, seller, location/address and sales price. Images from Google Streetview and/or satellite and map images. Drone footage frame with address label pinpointing property.



Mittmedia and the real estate content 2019

(Sweden's largest local media group)
Number of texts delivered: 28,975
Number of generated conversions: 900
Number of logged-in pageviews: 4,5 mi



Bergens Tidende launches July 2020

Real Estate texts 2.0 - multiple data sources, price comparisons over time + across geographies
Strategy: Put texts behind paywall + drive conversions through hyperlocal targetting.
No. of subscriptions sold in a year: ≈ 1,000
No. of texts published in a year: ≈ 12,000



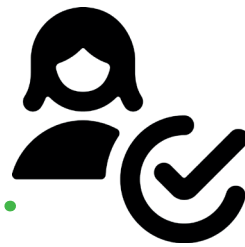
1 million

Bergens Tidende 2020-2021. Number of logged-in pageviews generated by the automated real estate content in 12 months, driving retention.



Dual business effect

The texts drive reader activity and engagement, driving conversion and retention in digital subscriptions. The texts also drive advertising revenues thanks to valuable housing/real estate target audience



5%

The proportion of Bergens Tidende's total number of article conversions that happen through the automated real estate content (6 months after launch).



>Pro tip: Enhance value by adding native advertising

The real estate texts are popular with readers interested in housing. They are well suited to become native advertising articles sold to real estate agents or other advertisers. United Robots can automatically insert logotypes and call to action links in the text.