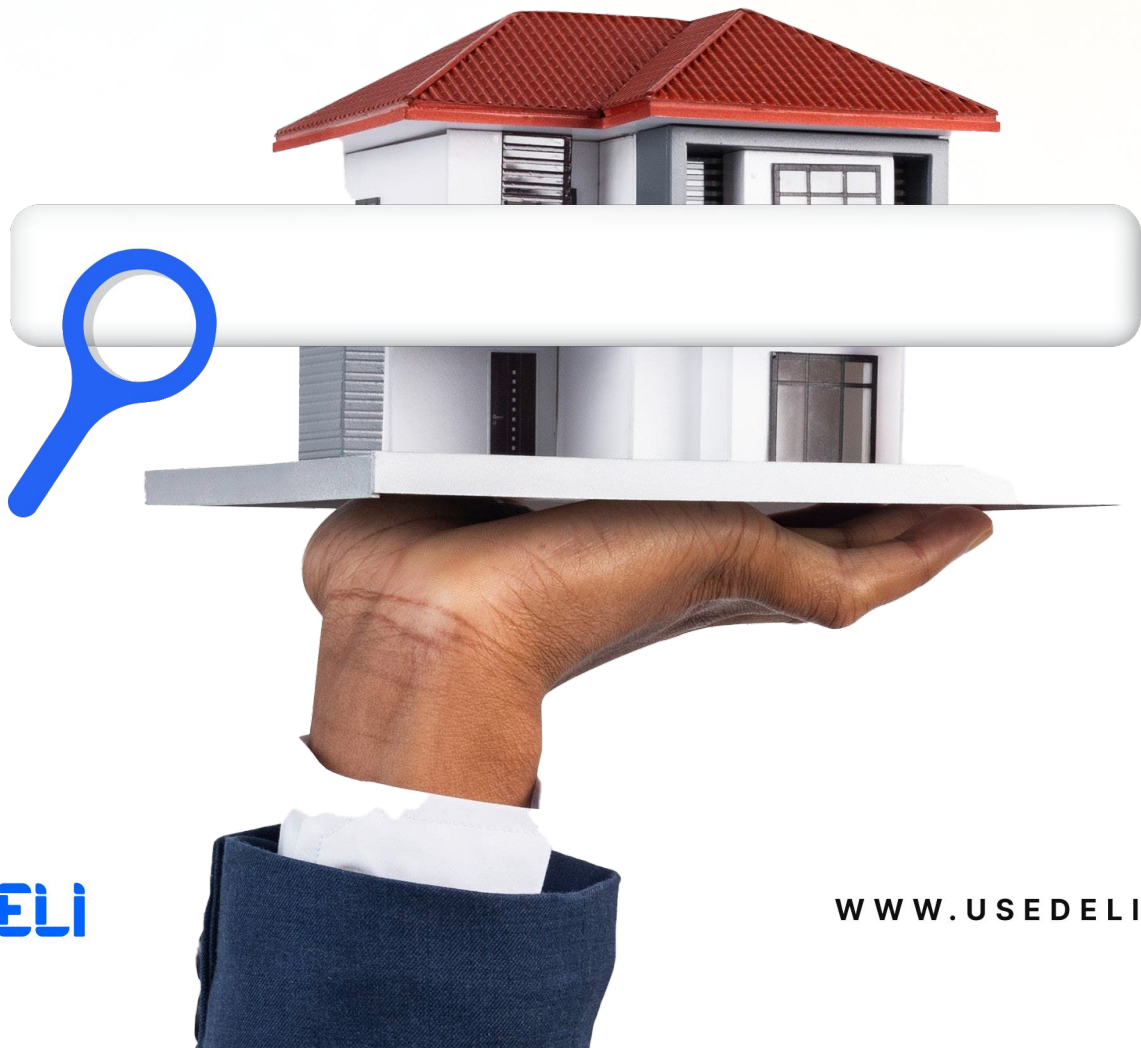


# Revolutionizing Real Estate Search:

How Deli significantly **impacted  
the search experience** for a  
Jacksonville real estate brokerage



# Summary

This white paper presents a comprehensive analysis of the impact of Deli, an AI-powered natural language search tool, on a Jacksonville real estate brokerage website. Over a three-month period, we observed significant improvements in key performance indicators after integrating Deli into HoneyComb's website. The results demonstrate substantial increases in user engagement, website interaction, and lead conversion rates, positioning Deli as a game-changing solution for real estate brokerages seeking to enhance their online presence and sales funnel.



# Introduction:

In today's digital age, real estate brokerages face the challenge of capturing and retaining potential buyers' attention in an increasingly competitive online marketplace. Traditional IDX search functions often fall short in providing an intuitive, user-friendly experience.

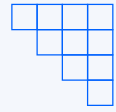
Users have to archaically select drop down option for their desired beds and baths, or fill out a select few criteria for their next dream home

Deli, an AI-powered chatbot, aims to revolutionize this space by allowing consumers to search for homes using natural language, promising to help visitors find their perfect home in seconds.

## Methodology:

This study compares website analytics for HoneyComb, a residential real estate brokerage, before and after the integration of Deli. We analyzed key performance indicators over two three-month periods: one before Deli's implementation and one after. This approach allows for a direct comparison of the tool's impact on user behavior and lead generation.



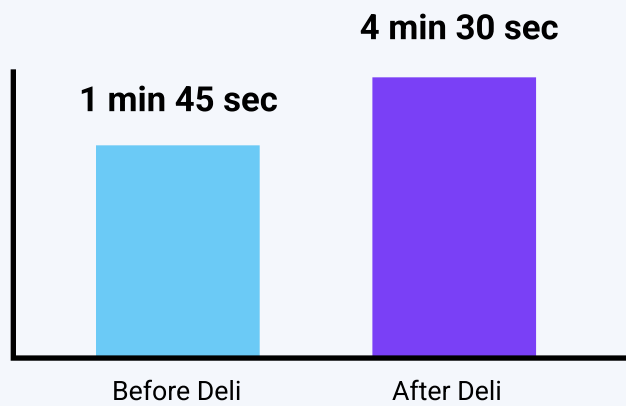


# Key Findings:

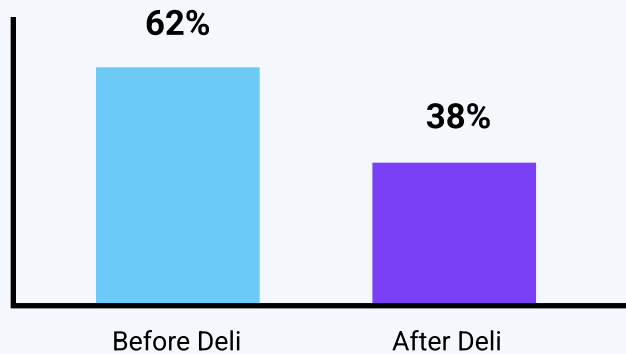
## WEBSITE VISITOR ENGAGEMENT:

The integration of Deli led to dramatic improvements in visitor engagement:

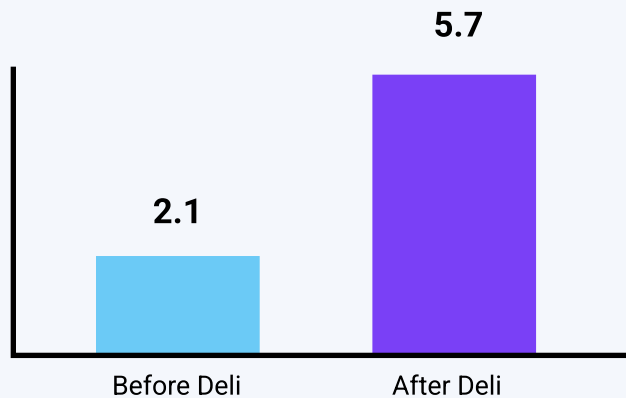
Average Session  
Duration increased by  
**175%**



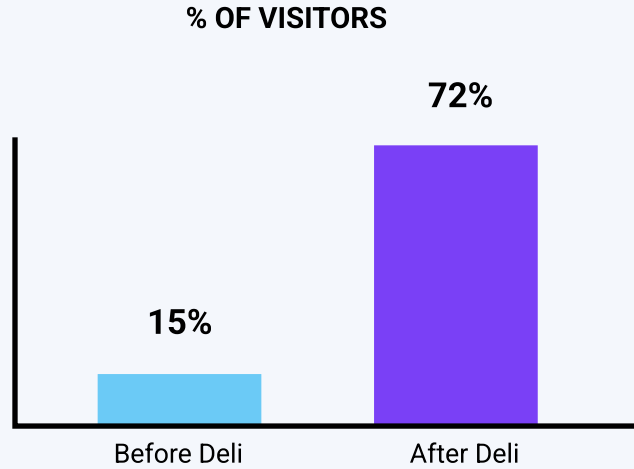
Bounce Rate  
decreased by  
**24%**



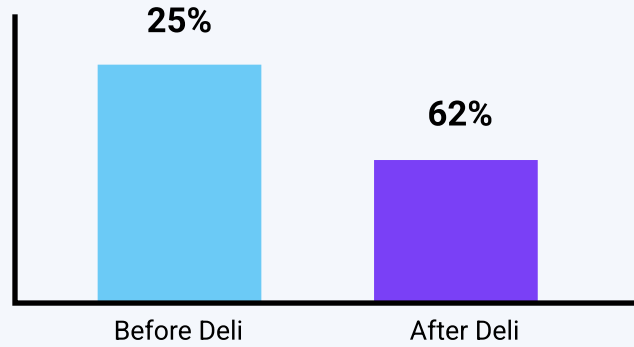
Pages per Session  
increased by  
**171%**



Search Function  
Usage **surged**



Overall Engagement  
Rate improved by  
**148%**



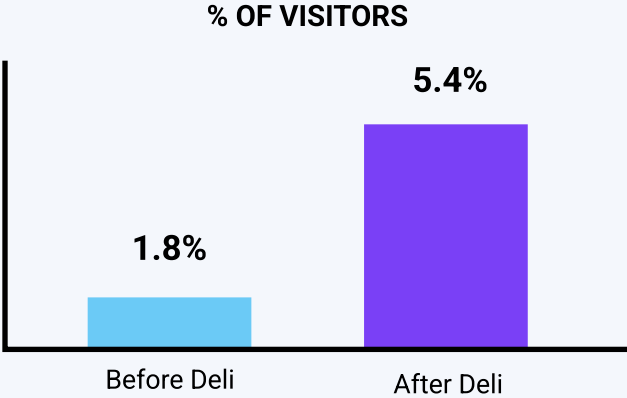
These metrics indicate that Deli significantly enhances the user experience, encouraging visitors to spend more time exploring properties and interacting with the website.



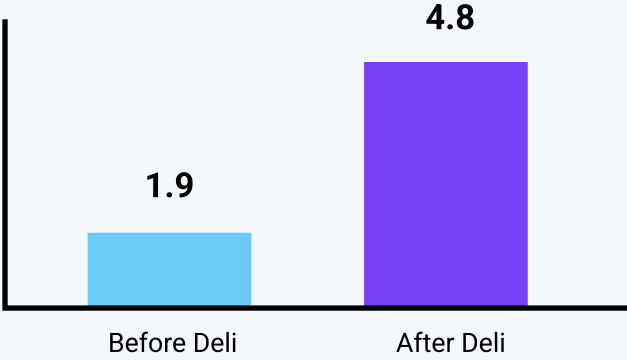
# LEAD CONVERSION METRICS:

Deli's impact on lead generation and conversion was equally impressive:

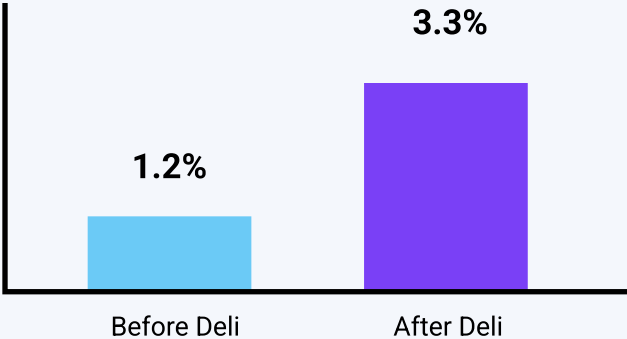
Contact Form  
Submissions increased by  
**200%**



Property Page Views per  
Visitor rose by  
**152%**

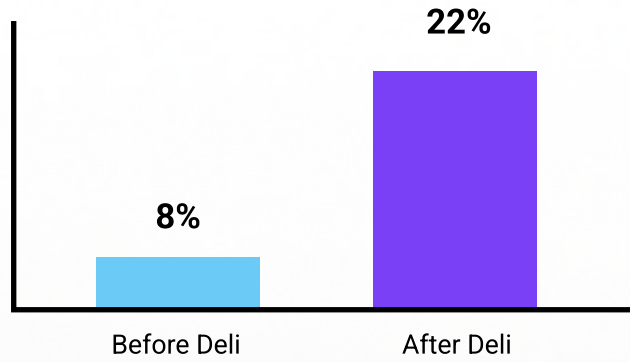


Lead-to-Sale Conversion  
Rate improved by  
**180%**



Property Page Sharing  
increased by  
**175%**

% OF VISITORS



These improvements suggest that Deli not only attracts more engaged visitors but also significantly enhances the likelihood of converting these visitors into qualified leads and, ultimately, sales.



# Now, what does this all mean?



The integration of Deli has transformed HoneyComb's website from a passive information repository to an active, engaging platform that guides potential buyers through their home search process. The natural language interface appears to resonate with users, as evidenced by the dramatic increase in search function usage.

The substantial improvements in engagement metrics suggest that visitors find Deli's AI-powered search more intuitive and helpful than traditional search methods such as an IDX. This increased engagement translates directly into improved lead generation and conversion rates, potentially resulting in significant revenue growth for the brokerage.

Deli's efficacy was so impactful and efficient, that Honeycomb decided to do away with their existing IDX solution as website visitors were not using the search method.

The rise in property page sharing indicates that Deli is facilitating a more social and collaborative home search process, which could lead to increased word-of-mouth referrals and a wider reach for listed properties.

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# Conclusion:

In today's digital age, real estate brokerages face the challenge of capturing and retaining potential buyers' attention in an increasingly competitive online marketplace. Traditional IDX search functions often fall short in providing an intuitive, user-friendly experience.

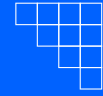
Users have to archaically select drop down option for their desired beds and baths, or select specific criteria for their next dream home.

Deli, an AI-powered chat bot, aims to revolutionize this space by allowing consumers to search for homes using natural language, promising to help visitors find their perfect home in seconds.

## Recommendations:

Based on the results of this study, we strongly recommend that real estate brokerages consider integrating Deli into their websites. The potential benefits in terms of improved user engagement, lead generation, and conversion rates make it a valuable investment in today's competitive real estate market.





# To fully leverage Deli's capabilities, we suggest:

## 01

Prominently featuring [Deli](#) on the homepage to encourage immediate engagement.

## 02

Training staff to utilize [Deli's](#) insights for more effective follow-up with leads.

## 03

Regularly analyzing [Deli's](#) performance metrics to continually optimize the user experience. These data points can be found once you login to your brokerage data dashboard.

By embracing this innovative AI-powered solution, real estate brokerages can position themselves at the forefront of the industry, providing an unparalleled search experience for potential homebuyers visiting a website.

