

# Case study: How a digital property app used TV to drive performance

It was a case of delivering *real* results when Australia's best property app partnered with Australia's leading real estate reality format.



Domain has had huge success in partnering with The Block since 2015, and 2017 was no different.

In 2017 Domain was focussed on driving their credibility as an expert in order to increase app downloads and memberships, core business metrics for the brand.

## BRINGING REAL ESTATE EXPERTISE TO RENOVATIONS

As with any good TV format, The Block is about great characters; the ones that we love, hate, laugh at and learn from. In 2017, we worked with Domain to bring their own character to our screens, week in, week out; a true expert that would demonstrate that when it comes to Real Estate, Domain knows best.

Throughout the series we integrated Alice Stolz, Domain National Managing Editor, seamlessly into The Block. She featured with Scotty Cam and Shelley Craft as they

checked the progress of each renovation, judging the rooms based on the key selling criterion; did the room cater to the needs of the Elsternwick buyer.

Additional Domain experts were also integrated at relevant moments in the series. 'Domain Doctors', Data Scientist, Dr Nicola Powell and Economist, Dr Andrew Wilson armed the Blockheads with insights about the Melbourne property market, specifically Elsternwick, to prepare them for the mammoth task ahead, and attended the open for inspections to help the contestants get the highest reserve for their properties.

## OUTSTANDING RESULTS

With The Block reaching 15.75M Australians across the series, Domain was able to promote their expert suburb knowledge to Australians across the country. As a result they saw a +43% increase in new app users and +20,000 new members to Domain while The Block was on air.

"At Domain, we track and measure everything we do and what makes The Block such a strong channel for us is that the activity within the show translated directly to business outcomes.

The show integration delivered spikes in new app users every time The Block was on."

**Melina Cruickshank**  
Chief Editorial and Marketing Officer, Domain

