

# Daft.ie

## Website Visitor Profiling Case Study



Daft.ie currently receive over 780,000 visitors per month and is regarded as Ireland's leading property website for rental and private properties.

iReach was commissioned by Daft.ie to commence research into the demographic trends and online habits associated of those that visit the Daft.ie website. It was agreed that iReach would run this research through a mixed modal or mixed methodology campaign to utilise our online panels as well as regular visitors to the site.

The objective was to give Daft.ie a full profile of regular visitors to the site and to build a clear understanding of the online habits, content requirements and usage profiles across different sections of the website with a total sample size of 2500 visitors and registered users.

### iReach Methodology

iReach designed a questionnaire for inclusion on the Daft.ie website, through embedding several survey links directly onto the site **and** as part of a targeted email campaign of Daft users. This survey was developed to help Daft to understand their users in terms of demographics and interests. This data was then utilised to further develop the features and functions of the Daft.ie website and marketing strategy. Daft took advantage of the iReach Online Portal to keep abreast of the survey and



Ireland's Biggest Property Site

### Project Summary

Building upon the success of Daft.ie, we utilised their high traffic rate to run an incentive based website survey which received 2500 responses over a 2 week period generating almost 100,000 data sets for detailed research analysis and actionable insight.

### Insight through Innovation

Insight through Innovation defines our pioneering approach to Market Research. Through the use of new techniques and methodologies, we deliver insights illuminating marketing and brand opportunities. We uncover such opportunities through our unique combination of the best people, best technologies and best research practices to guide sharper decisions.



Online Surveys



Online Focus Groups



Ad Testing



Specialist Panels