

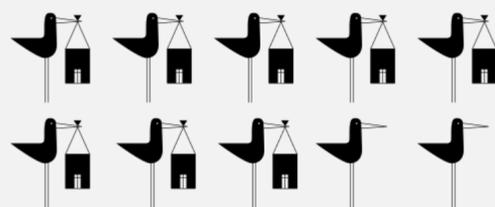


Knowledge is power -
especially when it entertains

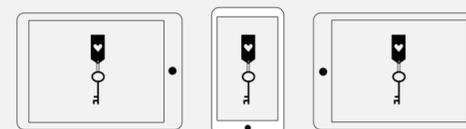
With Observify, Hemnet has:



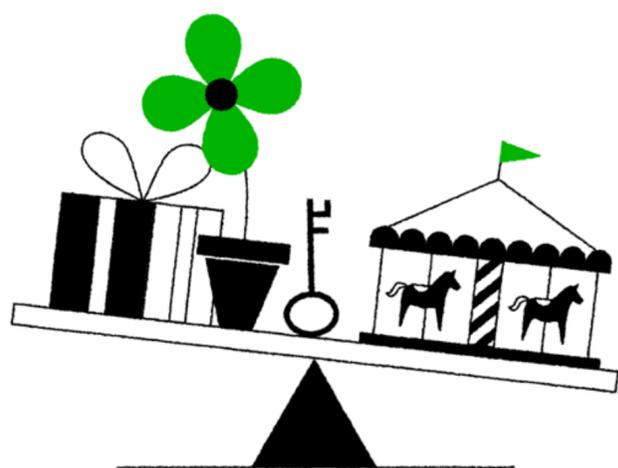
Been able to follow up with fans who checked out their series, and how they shared it across their networks



Tracked what was being said about the series in detail



Been able to identify new influencers



WHAT DO YOU DREAM ABOUT?

More than two million unique visitors per week and more than a million property showings every day indicate that the majority of Swedish households are familiar with Hemnet.

In May 2016, the digital real estate behemoth launched a web series entitled "Dröm Dig Hem" (Dream Your Way Home). Here, one of life's biggest decisions took on documentary form. As a real property site, Hemnet aimed to spread its expertise in the industry with a healthy dose of entertainment.

The series comprised 80 episodes of which five were published every Tuesday, throughout a four-month period. This resulted in a rich tapestry of earned media across press, blogs, social posts and a bevy of highly engaged participants who shared episodes in their digital networks.

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HEMNET INVESTS IN ITS TARGET AUDIENCE

Observify's features made it possible for Hemnet to gain insight into the impact of each episode of Dream Your Way Home, thanks to daily monitoring.

The 'Reports' tool enabled swift, smooth sharing of the results internally, and the team quickly gained a detailed, time-saving overview of how their series was received. The chance to easily disseminate insights and learnings contributed not only to better communication, but to motivating Hemnet employees.

By defining, categorising and structuring up those influencers posting about the series, Hemnet were able to gain a clear picture of how the conversation and viewer reactions grew throughout the entire campaign period. This further assisted in creating space for altering strategy on the go.

Hemnet went a step further by quickly sifting through their followers and community with Observify's features, identifying invaluable affiliates from various target groups.

The real estate leader has reaped the benefits of insights that confirm their relevance - their offering engages a huge audience in Sweden. An added bonus? Hemnet has top notch understanding of their varied target audiences.



The series was broadcast throughout 16 weeks, and every week brought us learnings from Observify's media monitoring. The data collected helped us to develop and improve the program as it happened - this only made the series get better and better. We deepened our insights into how it was received by viewers courtesy of social media monitoring.



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