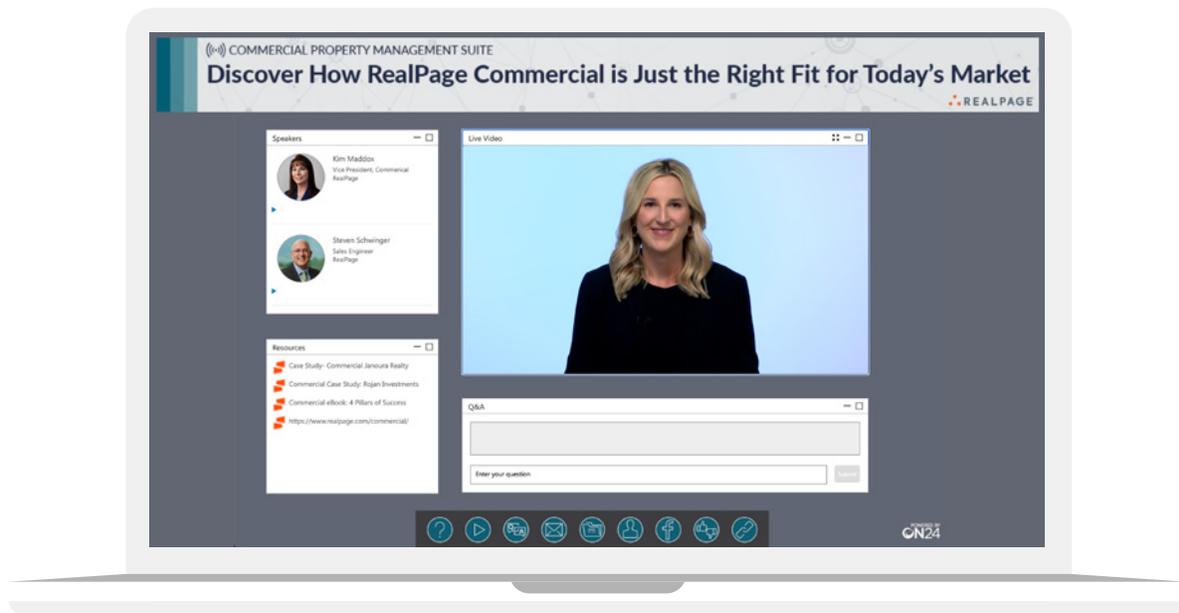


RealPage Creates Broadcast-Quality, Pipeline-Generating Webinars with ON24



ABOUT REALPAGE

Headquarters: Richardson, Texas

Founded: 1998

Employees: 5,000–10,000

Use Case: Webinar marketing, lead generation, thought leadership

Industry: Real Estate, Technology

RealPage is a leading global provider of software and data analytics to the real estate industry. Clients use the RealPage platform to improve operating performance and increase capital returns. Founded in 1998 and headquartered in Richardson, Texas, RealPage currently serves more than 12,400 clients worldwide from offices in North America, Europe and Asia.

INTRODUCTION

[RealPage](#) is a technology platform offering real estate owners and managers a range of software solutions and services. Whether it's to optimize rents, simplify purchasing, capture leads, boost resident satisfaction or automate property management and applicant screening, thousands of real estate professionals turn to RealPage to make their work more efficient and profitable.

RealPage is also a valued source of information about the real estate market — and its regular schedule of webinars is critical to its demand generation strategy. The RealPage video marketing team creates more than a dozen high-production value webinars monthly that are engaging, informative and built to convert prospects to customers.

Fundamental to the RealPage webcast experience is [ON24 Webcast Elite](#) to support and deliver webinars, and [ON24 Connect](#) to capture and integrate viewer data.

PROBLEM

A revamp for 'boring' lead generation presentations

RealPage launched its video department a dozen years ago with the goal of creating informative, enticing content that could be leveraged for lead generation.

"When I came on, no one at RealPage had concrete ideas for how they wanted to execute on that goal," says Jeffery Tracy, a veteran of television news production and currently RealPage's Director of Video Marketing.

Even without a clear plan, the RealPage team forged ahead with content generation. In the rush to create material, presentations tended to consist of slide sharing, screen sharing and unstructured conversations with customers.

"It was pretty boring," Tracy said. "So I made some suggestions: you need to see faces. You need to avoid long, boring, drawn-out slides for folks to read while trying to listen to you at the same time."

RealPage needed to simplify content delivery while making it more engaging and easier to access. And for that, Tracy says, he and his team turned to ON24.

SOLUTION

Continuous stream of engaging webcasts — and prospect data

RealPage had already purchased ON24, so Tracy turned his attention to exploring the platform's potential. He watched a number of ON24 webinars for tips and strategies on content design, as well as [ON24 best practices](#).



Using ON24, we can look and see where our viewers are, what they're watching, what they're consuming, and then try to attribute that. It's part of the process of them ultimately signing on as a customer."

JEFFERY TRACY
DIRECTOR VIDEO MARKETING

"Those ON24 webinars gave me the ideas I threw out to folks," Tracy said. "Let's simplify the graphics. Let's approach our webinars like a newscast: talk about the most important stuff first, and then dive a little bit deeper. Pick three or four topics to cover and go into those in detail. Then at the end, do a little bit of Q&A with the folks who are attending."

That recommendation is now the basis for all RealPage webinars. Tracy and his team developed a plan and a timeline for content creation, including regular Tuesday market updates, as well as product information sessions and thought leadership pieces.

"You need to have a regular cadence," Tracy said. "Nobody else in our space of property management software is doing anything like this. There'd be occasional webinars that you would hear about, but nothing on a schedule."



Everything we do is broadcast quality. ON24 supports our high-production demands.”

JEFFERY TRACY
DIRECTOR VIDEO MARKETING



Webinars are one of the biggest pipeline generating channels



160 webcasts created per year



Webinars have increased total number of meetings booked

The interactive webinars created using [ON24 Webcast Elite](#) are available both live and on demand. Polls, surveys and Q&A sessions engage the audience, and provide actionable data.

Importantly, ON24 integrates with Salesforce and other crucial applications, enabling RealPage to gather, analyze and leverage information about who watches the webinars. Tracy and his team finally had the demand generation solution they’d been looking for.

RESULTS

In the first year of producing webinars with ON24, RealPage created 25 webinars. Now Tracy and his team are doing 160 annually, and that number continues to increase.

“Everything we do is broadcast quality,” he said. “We don’t do anything with PowerPoint. We don’t do anything that is single-person presenter. Everything is done through our control room. We use broadcast television techniques and methodologies. And ON24 supports our high production demands.”

While much of the content falls into the category of thought leadership, there’s no doubt about its purpose for RealPage. “Lead generation is ultimately what it comes down to,” Tracy said. Using ON24, the RealPage team can see who their viewers are, what they watch, and what questions they’re asking. “It’s part of the process of them ultimately signing on as a customer,” he said.

“Webinars have gone from having a negligible effect on our pipeline to being our biggest pipeline generator,” Tracy said. “We have a users’ conference in July, which is our biggest lead generator, but webinars are right there with it.”

The constant engagement enabled by ON24 is a large part of that success. “Engagement is a way to turn that cold lead into something that’s warm, a sales marketing qualified to a sales qualified lead,” Tracy said. “We’re making it as easy as possible for sales reps to cut that time down from initial conversations to when we can get somebody to sign on the dotted line.”