

The Mission

Create a unified source of truth for tracking home purchases, from inquiry through to legal completion.

Key metrics achieved



25,000

High-value contacts migrated



4,000

Registrations created per month



+100%

Visibility into sales



Evvara is the largest private residential developer in Ireland, with a landbank for accommodating up to 9,000 homes. With the existing Irish portfolio, evvara is the third largest residential mixed-use developer in the country.



Real Estate



<https://evara.ie/>



Dublin, IRL

Scope

Experiencing stellar growth and a € 200 million investment Evvara wanted to move from manual campaign management using Active Campaign and Excel. They needed a scalable system for tracking the end-to-end customer journey of high-value leads.

The project goals included:

- Visibility into all Marketing Activities.
- Flexibility to change campaign assets at any time.
- Full transparency on the housing demand side.
- Quick reporting access to all important results.
- Automated lead distribution across the real estate agent network.

HubSpot Hubs

Marketing and Sales Hub Enterprise

Systems integrated



Property Websites

Integrating HubSpot with property websites, which parsed and interpreted data.



MS Dynamics ERP

After a home purchase, HubSpot then would send data to MS dynamics for financial processing.



Registrations

Creating a registration system of custom objects that would store unique enquiries prior to any agent interaction.

Team & Timeline

July 2023 - Oct 2024

Client Team:

- Helena Hayes - Head of Sales and Marketing
- Mark Jacobs - Director, Outset Digital

Periti Team:

- Brian Cronin, Lead Consultant



"Brian quickly understood our needs and goals and then developed and streamlined a migration and implementation plan. I would highly recommend Periti as an implementation partner."

Helena Hayes, Sales and Marketing Director - evara

Impact



Full visibility on Marketing

The project achieved the goals of providing transparency, flexibility, and efficiency. We ensured full visibility on demand, allowing stakeholders to access real-time updates and ad-hoc insights. Centralising the data in HubSpot provided the flexibility to quickly respond to evolving requirements.



Transparency in Agency interaction

Automated lead distribution streamlined processes, improving accuracy and response times. Through a sophisticated user rights and data visibility concept, it was possible to bring real estate agencies onto HubSpot. This was a key achievement to gain full visibility across all of the agents activity, which previously was unknown and meant the activities for tracking were not visible.



Next Steps

Taking control of the demand side was an important step; now, Evara is focusing on providing more automation on the sales side, which will relieve the inhouse Completions team and the Sales agents workload even further.



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About Periti Digital

Periti Digital is an Elite Status European HubSpot consultancy with offices in Dublin, Munich, Lisbon and New York. We have delivered complex CRM Projects and Custom Integrations across Europe.

A Full Service Consultancy,