



Barkably Case Study

How SmartScore Pro doubled conversion rates for the
USA's only dog-friendly property portal

Challenge



American Family Insurance

surveyed 160 pet owners and found that 60% had great difficulty finding a pet-friendly home with appropriate amenities.



SearchSmartly’s SmartScore Pro API

was selected to underpin search personalisation in their “Barkably” property search portal, allowing seekers to discover the perfect homes for dog owner-specific attributes:



Dog Parks



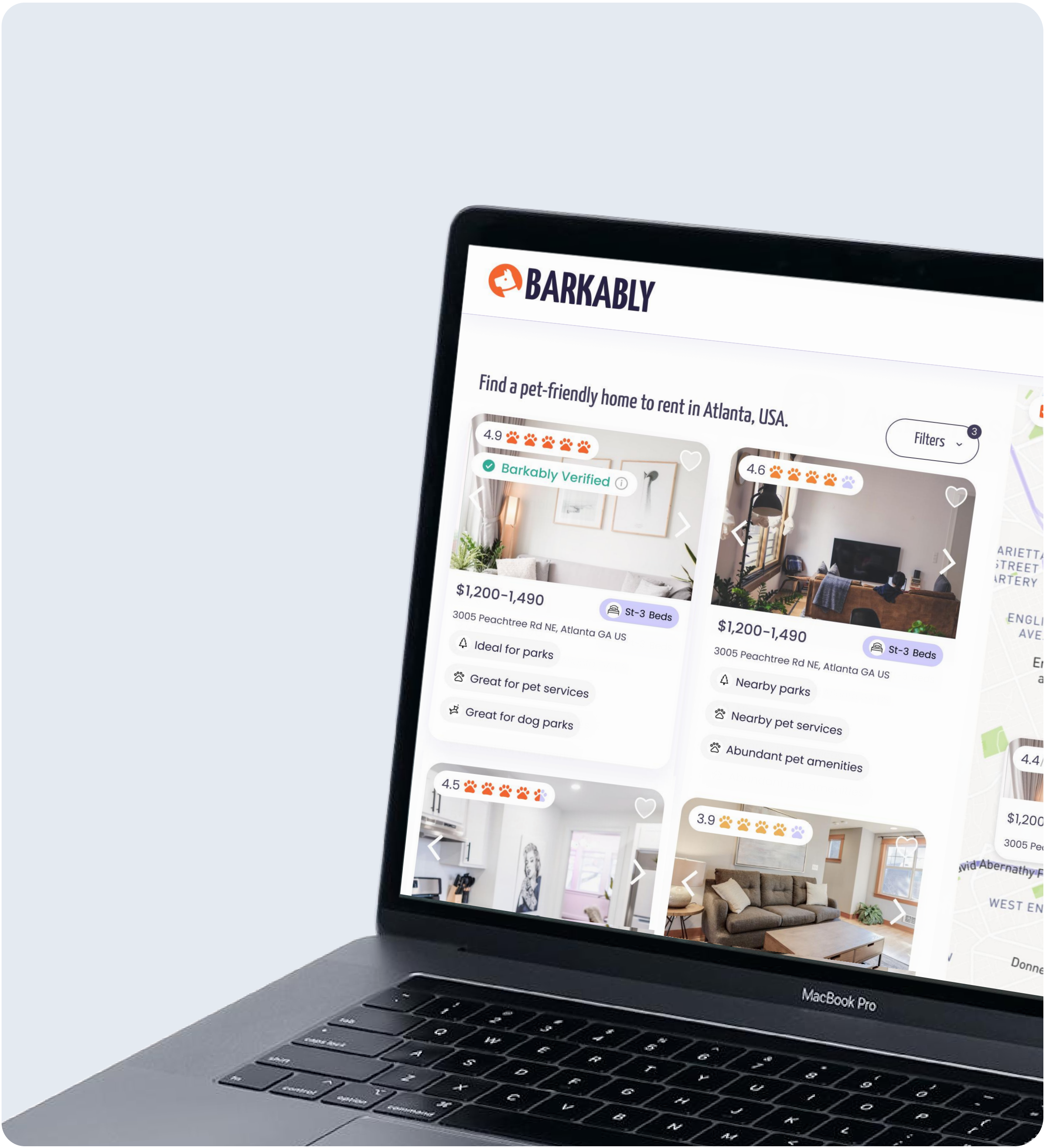
Groomers



Veterinarians



...Much more



“

We chose SearchSmartly's SmartScore to underpin the launch of Barkably, as they have great technology that was already live and tested in the market.

We felt confident that their platform was proven and that they could help us launch our product within the aggressive timescales that we were targeting.

Donal Warde - Entrepreneur In Residence, Tenney 110

🔍 Dog friendly apartments in Atlanta



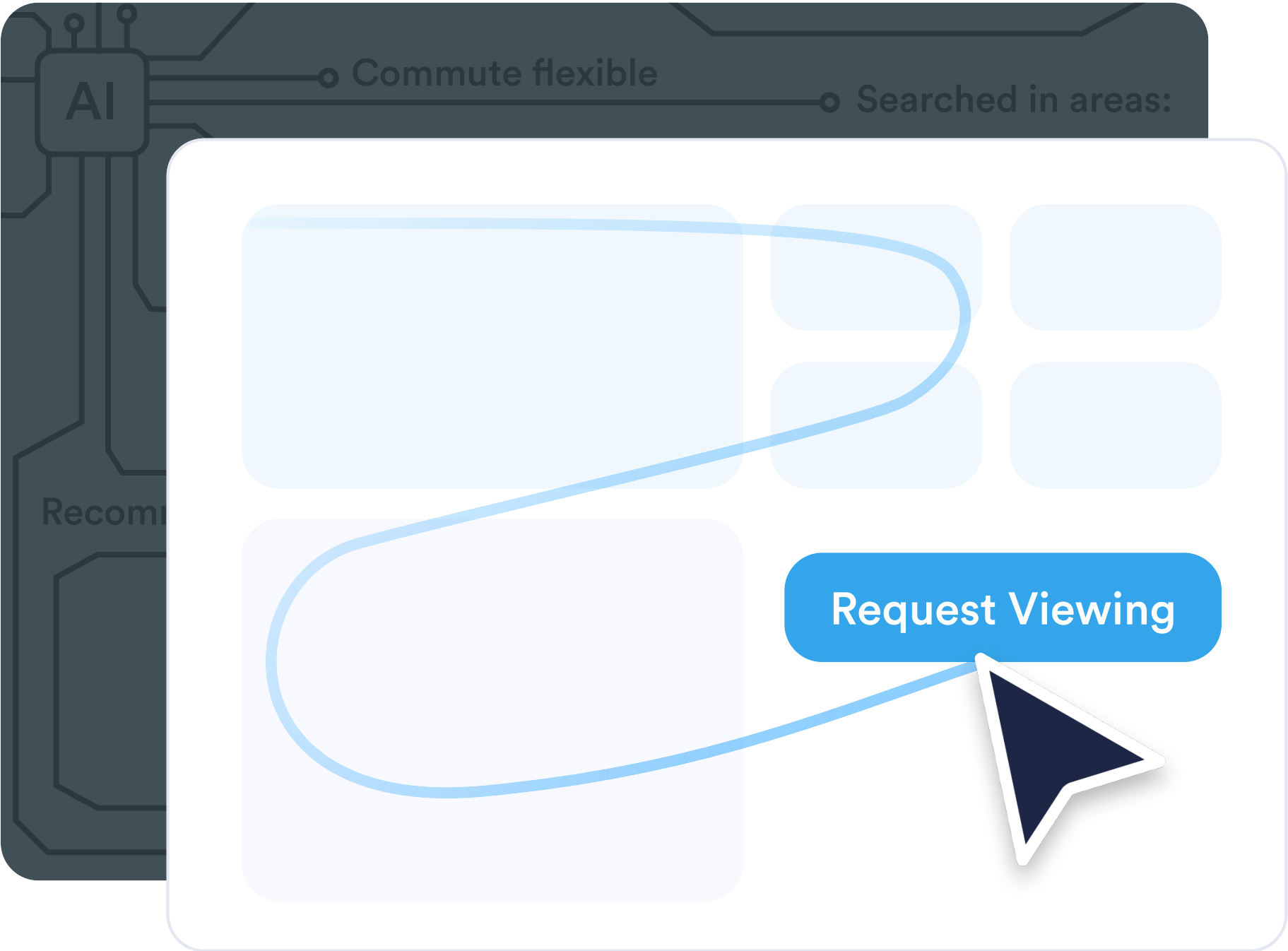
60%

of pet owners had great difficulty finding a pet-friendly home with appropriate amenities.



With SearchSmartly, Barkably's conversion rate settled at 240% the market average

Within weeks of the integration, Barkably's conversion rate from session start to inquiry was more than double the US property portal average.



Barkably's Conversion

6.5%

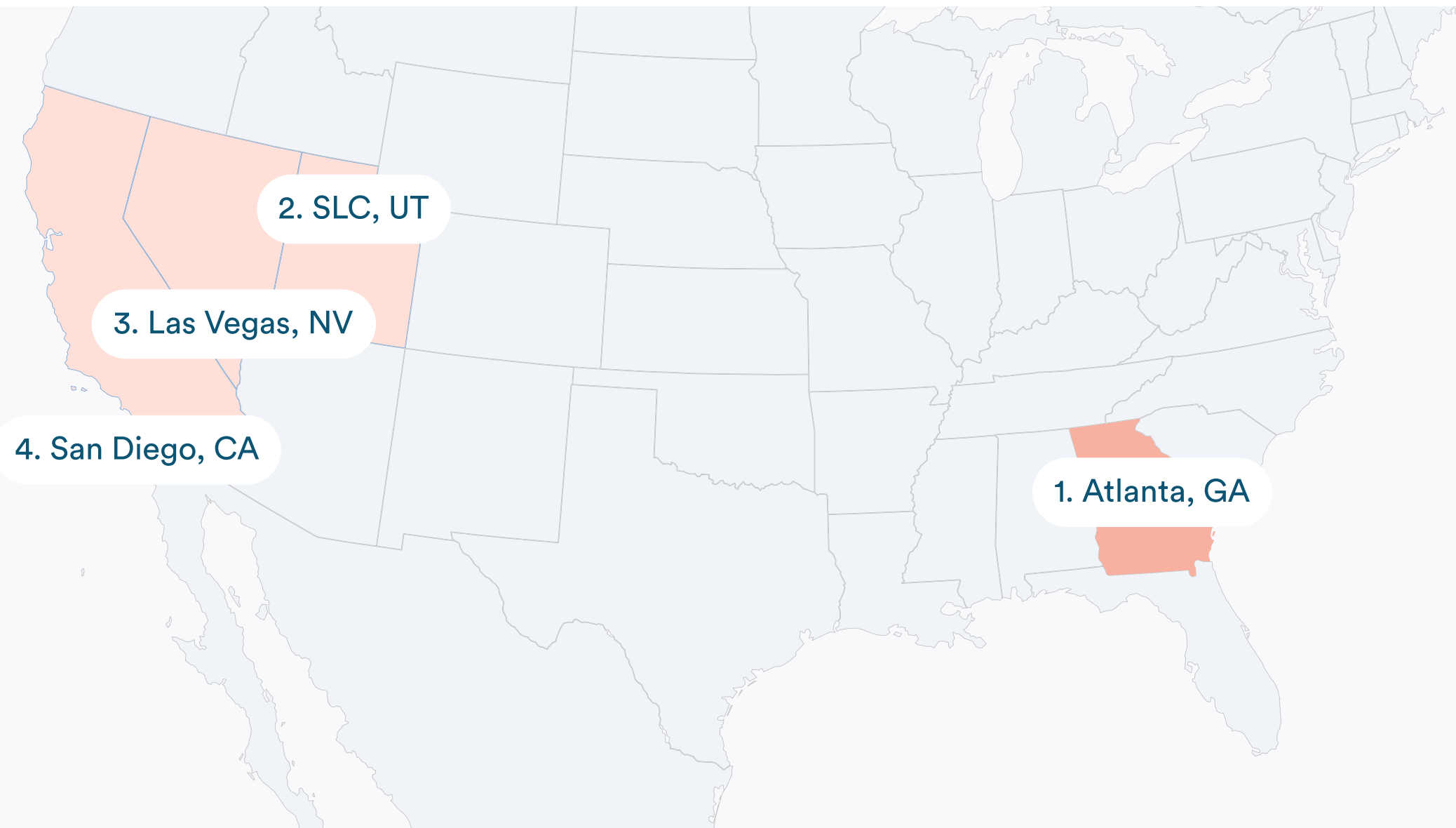
Average Market Conversion

2.7%

How did we achieve this?

Time for a story

Initial Testing



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We were impressed with the speed at which we were able to gather feedback and learnings from our future customers and use these to further refine our value as a business.

Donal Warde - Entrepreneur In Residence,
Tenney 110



Testing

Initial testing was performed in Atlanta, Georgia where over 10,000 of properties were ingested in a city of over six million people.



Validation

During initial testing SearchSmartly worked closely with Barkably to assist in validating their hypotheses around what neighbourhood- and property-level features potential customers would value in a dog-owner specific portal.

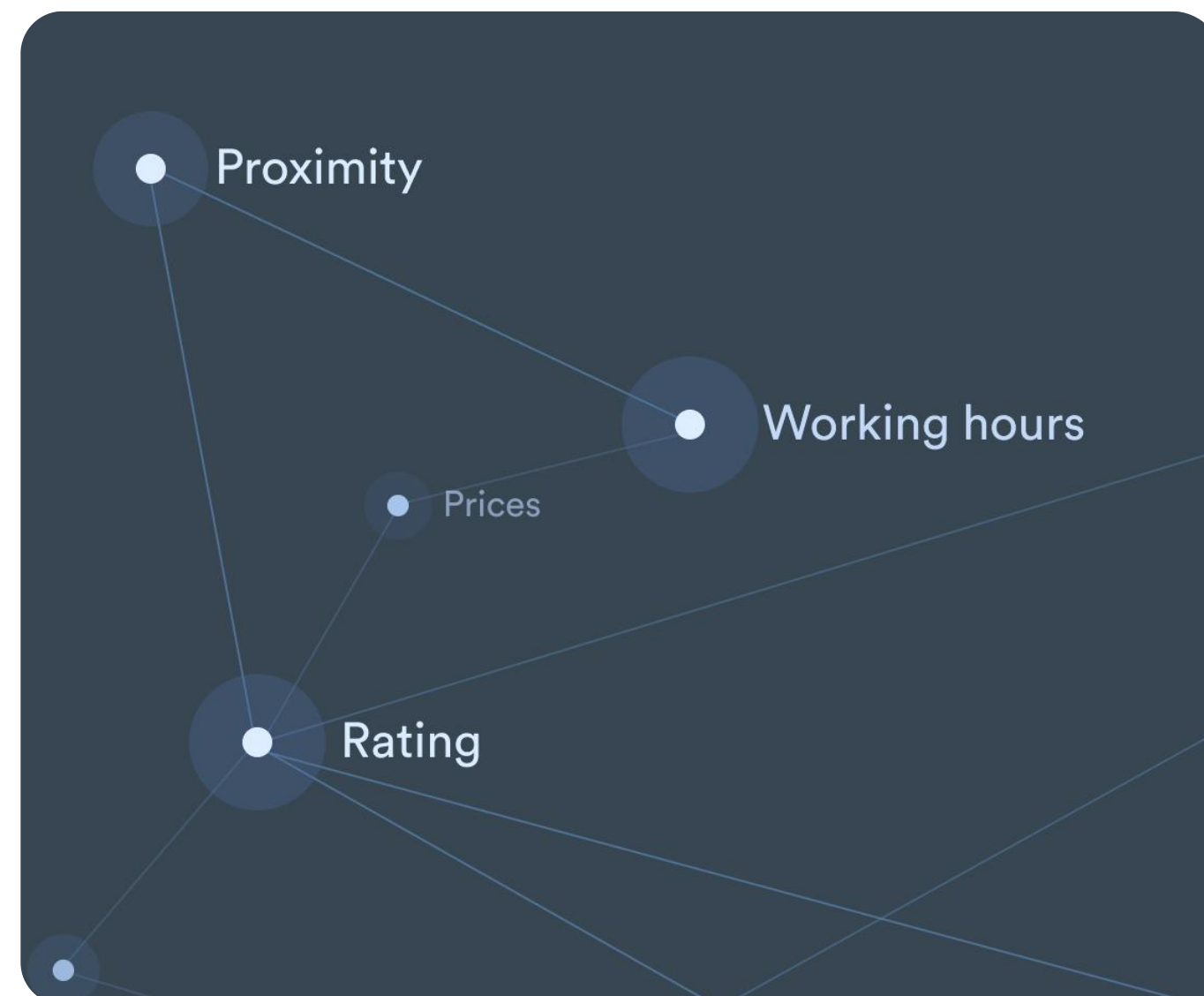


Delivered value

This localisation, an out-of-the-box feature of the SmartScore Pro recommendation engine, meant that Barkably could leverage a recommendation engine tuned to their users' unique needs.

Datasets

SearchSmartly's location-scoring algorithms process a wide range of datasets on a daily basis that contain information about dog owner-specific amenities with their corresponding geographical location.

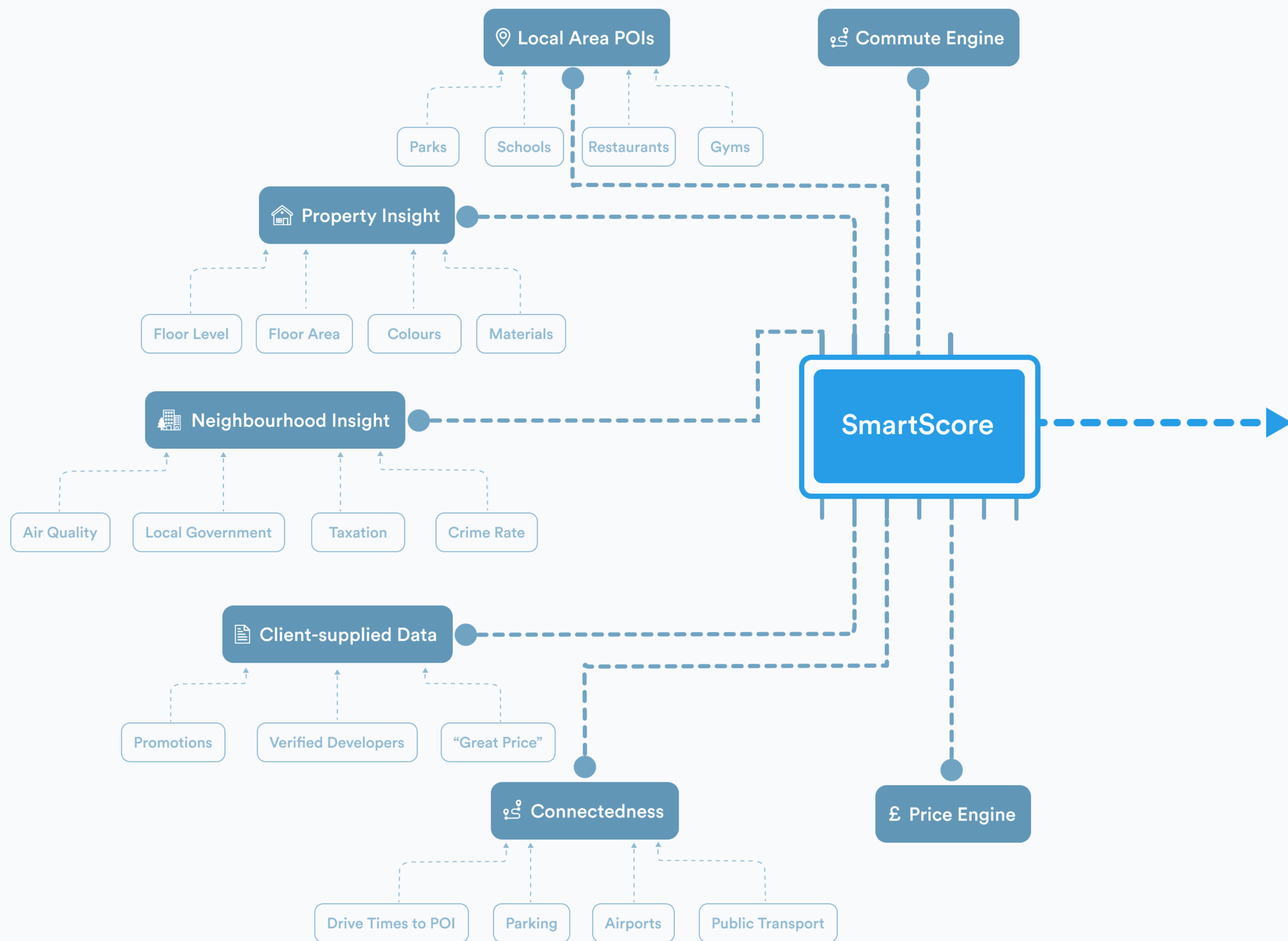


Processing

Each local amenity—such as a dog park, groomer, vet or restaurant—is then analysed according to specific attributes (such as proximity to the property, ratings, working hours, photos, price etc), creating millions of datapoints for each city that can be used to return personalised property results specific to every user.

The SmartScore engine makes orchestrating these complex processes beautifully simple





Hidden gem 98% match	Ideal for transport 97% match
Better schools 94% match	Great for Parks 90% match
Best Price 79% match	70% match

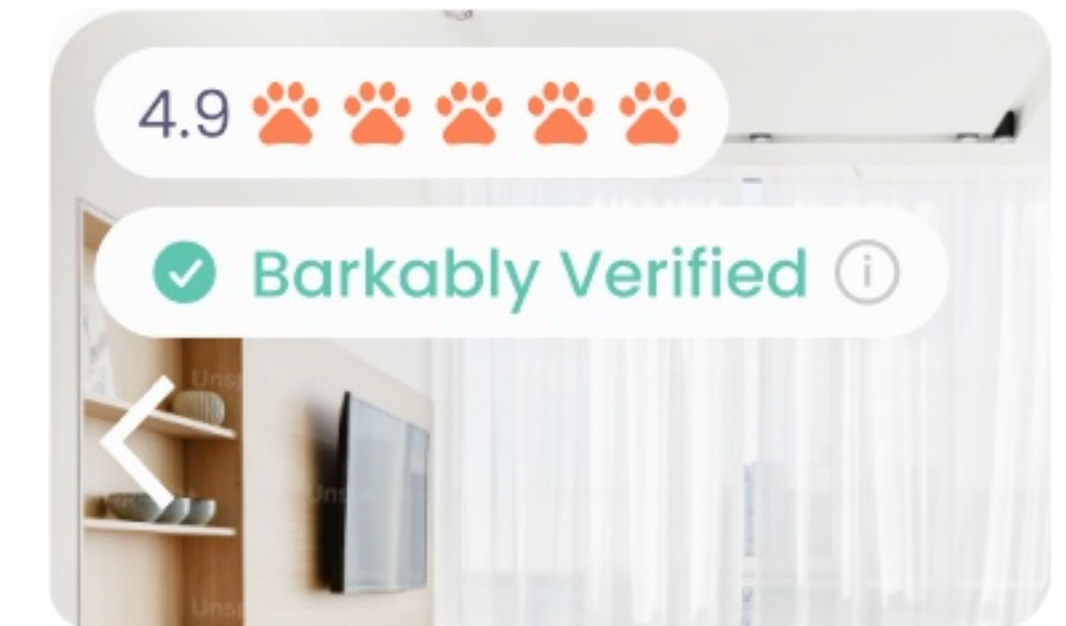
 For your pet, this property is rated 4.7/5

-  Abundant pet amenities
- No pet restrictions
- Onsite dog park
-  Nearby dog parks
-  Nearby parks
-  Nearby pet services

Meet the PetScore



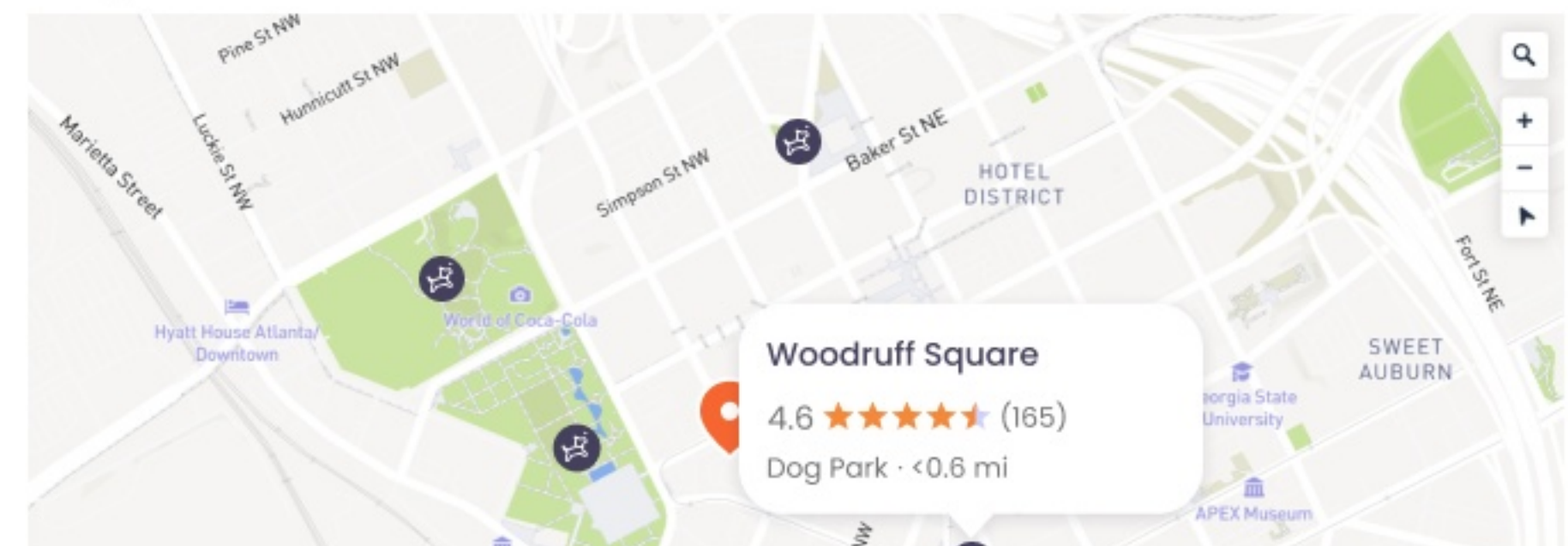
SearchSmartly's Smartscore Algorithm uses these amenities and datapoints to calculate a customer-specific "PetScore" for every available property within milliseconds, based on the pet-friendliness of each home and its surrounding neighbourhood.



Neighborhood

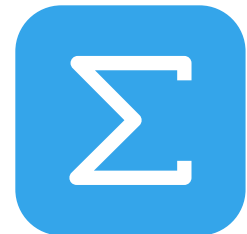
- Parks
- Dog Parks**
- Vets
- Groomers
- Restaurants

7 Dog Parks



Performance

Once integrated, Barkably saw a **strong performance uplift immediately**, proving that SearchSmartly's search personalisation technology was perfectly suited to cater for users with specific lifestyle needs.



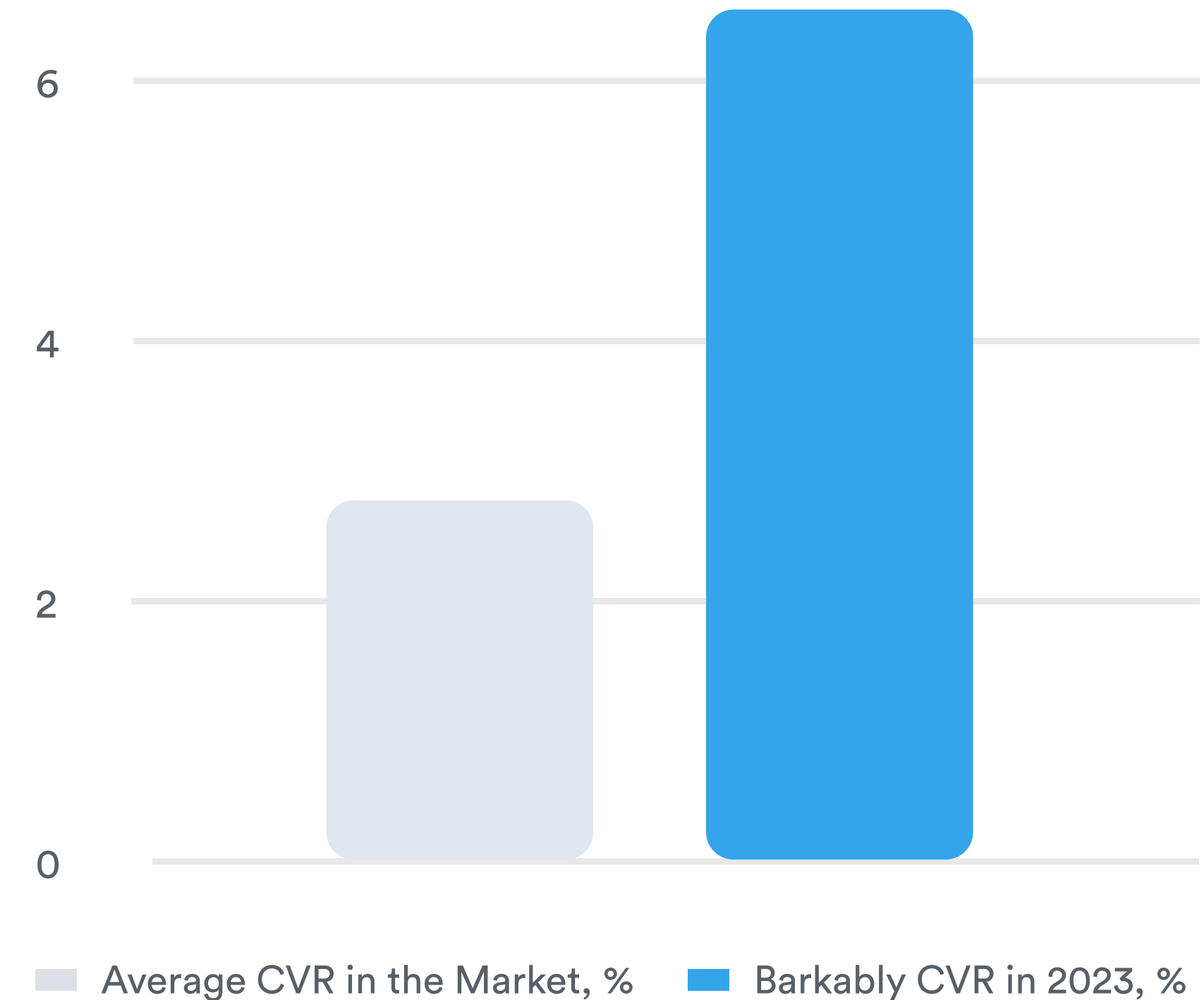
30,000,000,000+ Calculations

were performed by the PetScore algorithm within the first month to give users hyper-personalised search results.



140% Higher Conversion Rate

within just 2 months, Barkably's conversion rate (from visitor to enquiry on a property) settled at 2.4 times the US property portal average - matching the uplift found within other markets where the SmartScore platform is active!



In the client's words:

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As an early stage startup, our key goal was to reach product-market-fit on a capital-efficient basis. Working with SearchSmartly, we were able to **move faster**, with **lower execution risk**, and on a **cost-effective** basis compared to alternative options. Time and capital that would be spent recreating the wheel could then be allocated to deepening our competitive advantage within our beachhead markets.

Barkably is the concept that has moved through our venture studio processes the fastest and much of this early success can be attributed to the SearchSmartly partnership.

Donal Warde - Entrepreneur In Residence, Tenney 110



Please get in touch to schedule a call or a SmartScore demo for your region.

Contact us

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