

12.8% More Market Share

How Housing Turned SEO into Market Share Intelligence

The Challenge

Measuring Accurate Market Share

Housing.com had a mature programmatic SEO engine and tracked rankings closely, but none of those metrics could tell leadership whether the company was actually winning or losing share.

Growth masked: market expansion

Consolidating authority across key search

Seasonal demand swings masking volatility

Competitive loss versus market dips

The Solution

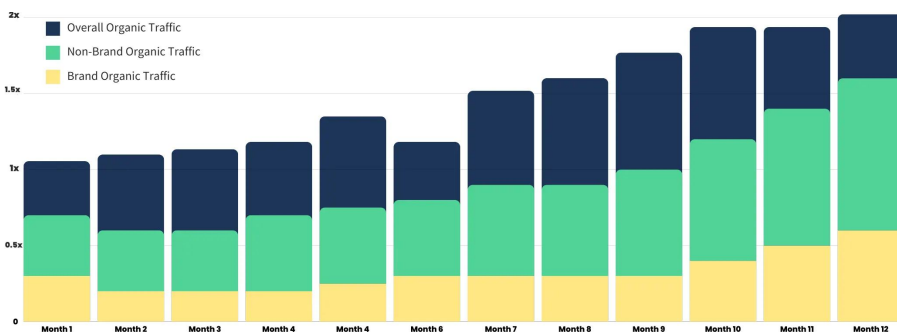
Quattr's Market Share Intelligence

Unified Search Console data into clear segments so the team could see where it competed.

A daily tracking signal backed by 18 months of history, so trends became predictable.

Separated market slowdowns from competitive losses, showing whether demand fell or rivals took share.

Algorithm update markers on the timeline that validated tests and caught page cannibalization early.



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Over the past couple of years Quattr's SEO platform has helped us become India's fastest growing online real estate portal.

- Snehil Gautam, Chief Growth & Marketing Officer

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Results – Strategic Growth Delivered, Not Just Rankings

+12.8%

Relative market share grew

10.1%

Competitor share dropped

18 Months

Baseline data making the system predictive

Within Days

Algorithm shift detection

