

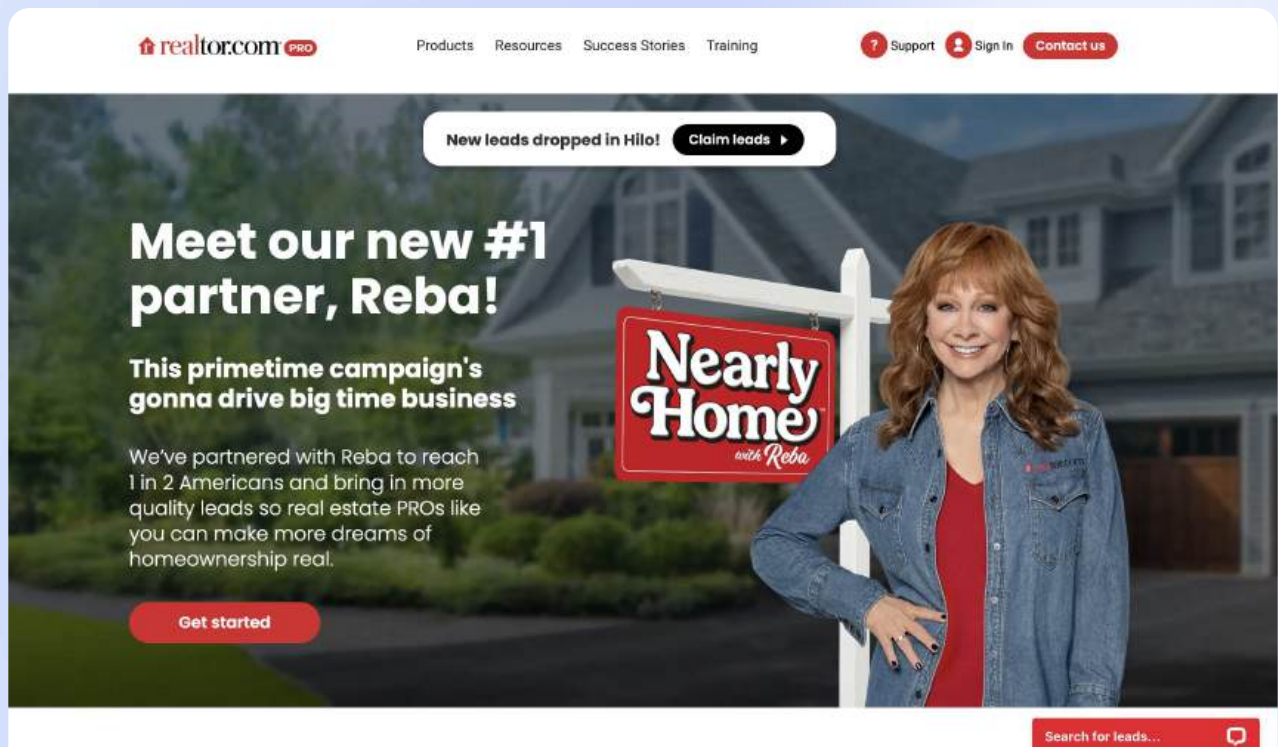
# How Knotch Helped Realtor.com® Rebuild Its B2B Journey

*Realtor.com partnered with Knotch to turn a cluttered website into a cohesive resource hub that delivers immediate agent value -- and 300% ROI.*

300%  
ROI

71%  
INCREASE IN FORM  
COMPLETION

2x  
CONVERSION RATE  
FOR LOCAL EXPERT



## *The Challenge:*

A Website That Wasn't Guiding the Journey

**In early 2025**, Realtor.com was facing a problem. The company's marketing engine is its crucial B2B arm. It's responsible for building the high-quality network of real estate agents and brokers who power the company's consumer marketplace. And troubling performance trends on its B2B website had become impossible to ignore.

Web traffic to critical professional resources and solutions had dropped, even as other channels remained relatively stable. The team knew something wasn't working, but they couldn't confidently pinpoint why – nor could they figure out what to do to reverse the trend.

Part of the challenge was structural. Over time, the site had accumulated new products, new pages, and new initiatives without a cohesive content or journey strategy. As Jordan Blakley, Sr. Director of Online Marketing, describes it, the web experience had become “a little bit like Legos stacked on top of each other.” The result was a site that technically worked, but wasn't easy to navigate, understand, or act on for agents and brokers seeking education and resources or evaluating Realtor.com's agent solutions.

Equally challenging was that despite a robust analytics stack, the team lacked a way to translate data into clear, prioritized action. Insights existed, but there was no connective layer to turn those signals into decisions fast enough to reverse the trend. To quote Blakley, the effect of this slow and siloed insights process meant:

“*there were things we didn't even know weren't working.*”

Change was necessary. Realtor.com needed a partner that could closely monitor the performance of its website content, intelligently assess trends and areas for improvement, and begin **optimizing it immediately.**

## *The Partnership:*

### A Low-Friction Start

Realtor.com had to consider the bandwidth impact of adding yet another vendor to its marketing stack. Onboarding a new partner – even a content intelligence and optimization partner at a time when both of those things were sorely needed – can feel like adding headcount without adding time. But what made Knotch different was how the partnership began.

Instead of presenting Realtor.com with a rigid upfront plan, Knotch started small. The team proposed beginning by instrumenting the site, collecting journey data, and returning with concrete findings the Realtor.com team could react to. That low-friction start removed the typical onboarding burden while still delivering immediate value.

Just as important, Knotch didn't behave like a tool or a reporting service. They showed up as collaborators helping the team interpret what the data meant, not just what it said.

"I never dreamed we would get what we got from our partnership with Knotch," Blakley says. "I thought I was bringing in a platform. What I actually got was the ease of a system and the benefit of a human partnership I'd be hard pressed to do my job without."

Over time, Knotch has become embedded as an extension of the Realtor.com team. It was trusted not just to surface insights, but to manage the learning agenda and test plan that would help guide decisions across content, UX, and growth strategy.

*“I thought I was bringing in a platform. What I actually got was... a human partnership.”*

**–Jordan Blakley**

Sr. Director of Online Marketing, Realtor.com



## The Execution

From Signals to Action

Once the partnership was underway, the first thing that happened was that Realtor.com completely changed how it approaches its website.

See the site differently through full-journey, multi-session behavior rather than isolated metrics.

+

Act faster by tying insights directly to prioritized recommendations. With data available in real time, Realtor.com and Knotch had the freedom to set a cadence for reporting and optimization rather than adhering to a rigid, pre-set schedule.

One of the most immediate changes was roadmap clarity. Instead of handing Realtor.com an overwhelming list of initiatives, Knotch used early data signals to identify the lowest-effort, highest-impact opportunities first. That allowed the team to move decisively without running exhaustive internal analyses for every potential change.

Execution also accelerated. Feedback loops tightened, iteration cycles sped up, and decisions that once took months began happening in weeks.

Several insights challenged assumptions along the way. For example, the team discovered that far more conversions than expected were coming through desktop browsers, contrary to assumptions that activity was shifting to mobile (especially among real estate agents, who are frequently on the move). This prompted smarter prioritization across platforms. Knotch also helped surface how engagement with educational content could more naturally lead users toward additional resources and solutions when sequencing and messaging were clearer.

### Market VIP Your ZIP. Your leads.

Get exclusive access to high-intent buyers in your ZIP code.

Leads are going fast!

[Claim your Zip >](#)



**60.3%** Lift driven by urgency messaging ("Leads are going fast!")

## The Results

Clearer Paths, Stronger Performance

**71%**

INCREASE IN FORM COMPLETION

**+33%**

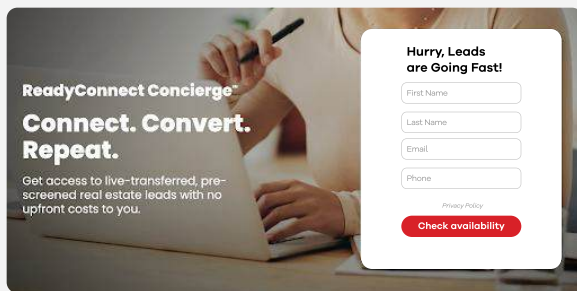
RESOURCE PAGE ENGAGEMENT

**0.56% → 1.15%**

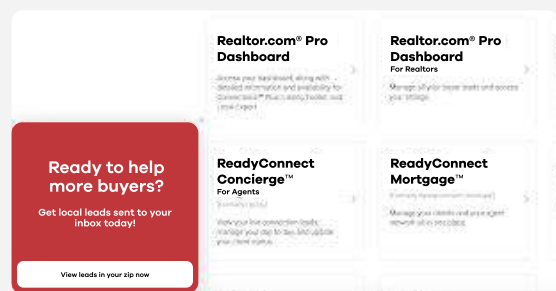
CONVERSION RATE

**+51%**

SEARCH-DRIVEN VISIBILITY



**22.6%** increase in conversions from embedding forms on key pages



**52%** increase in lead generation from adding an exit-intent Knotch card

### What happened next?

The partnership kept going, and grew wider in scope. Following their initial success, Realtor.com and Knotch set the stage for subsequent expansion into initiatives like optimizing the site's AI chat function. Today, Knotch remains a trusted strategic and intelligence partner.

As Blakley put it:

*“You’re going to get out of the Knotch partnership what you put into it. What you get is teammates – real experts – who care about your business outcomes as much as you do.”*

See how Knotch can drive results like this  
 Learn more at [knotch.com](https://knotch.com)