

Anewgo is the market leader in customer experience software for homebuilders.

With the MyHome Ecosystem, shoppers can find, design, experience, and buy their dream homes all online.

MARKETING GOAL

ATTRACT

- Anewgo Portal (Summer 2022)
- Artificial Intelligence

Anewgo's Marketplace Portal is designed to allow buyers to **find the perfect builder and home in a fraction of the time it take using conventional methods**. AI guides the process at each step, creating tailored experiences for each individual shopper.

MARKETING GOAL

ENGAGE

- Interactive Home Design
- Sales Center App
- Virtual Tours

Buyers can design and virtually tour their dream homes in one seamless experience. Builders that leverage our tools, on average see **shopping sessions that are 7x longer than their websites and users are 3x more likely to engage**.

SALES GOAL

NURTURE

- Lead Insights
- Marketing Automation

Anewgo's ecosystem doesn't stop at collecting leads. With Insights, you can **learn exactly what each lead is looking for** and even leverage AI to make recommendations. Use Marketing Automation to create highly targeted remarketing campaigns that deliver the right message to right audience at the right time.

SALES GOAL

CONVERT

- Buy Now
- Artificial Intelligence
- Analytics Insights

Anewgo generated leads are more likely to buy than any other homebuilder lead generator. With the Buy Now feature, shoppers can convert before even contacting the builder. Analytics Insights leverages customer journey data to allow builders to make data-driven decisions and drive more sales.

MYHOME ECOSYSTEM

FULL PRODUCT LIST

EXTERIOR COLOR TOOL

Shoppers can explore different color schemes and palettes to fall in love with the exterior of a home

INTERACTIVE FLOOR PLANS

Buyers can select the structural options that are perfect for them to make their house a home

INTERACTIVE SITE PLANS

Up to date site maps provide builders and buyers with live lot statuses and details

INTERACTIVE INTERIOR DESIGN

No more having to trust the imagination. Select options and visualize them in real time

VIRTUAL TOURS

Fully immersive virtual tours put shoppers in model homes whenever and wherever they want on any device

SALES CENTER APP

Designed for on-site sales teams to showcase a single community and let buyers begin designing

LEADS INSIGHTS

Convert more leads and add value to the customer experience with in-depth analytics of their unique online shopping journey

ANALYTICS INSIGHTS

Every interaction is collected, aggregated and analyzed so builders can make data-enhanced decision

BUY NOW BUTTON

Bring the entire shopping journey to prospects, collect multiple offers, and select the best one

MARKETING AUTOMATION

Use rich lead information to draft campaigns to the right shoppers, with the right message, at the right time

PORTAL (SUMMER 2022)

The destination for new construction shopping. Matching buyers with the perfect builder and plan and providing builders with the highest quality leads