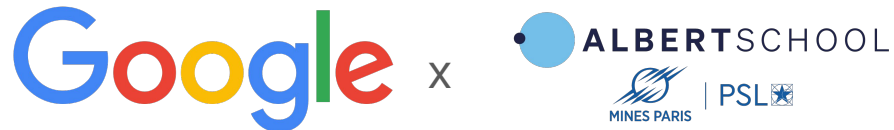


# ProprioGO Spain Launch Strategy

Data-Driven City Prioritization, Budget Planning & CPA  
Forecasting



# Highlights & Insights

Expansion and advertising investment plan for ProprioGO in Spain

## Geographic Prioritization:

Madrid, Barcelona, Valencia, Palma de Mallorca, Malaga

## Offer Segmentation:

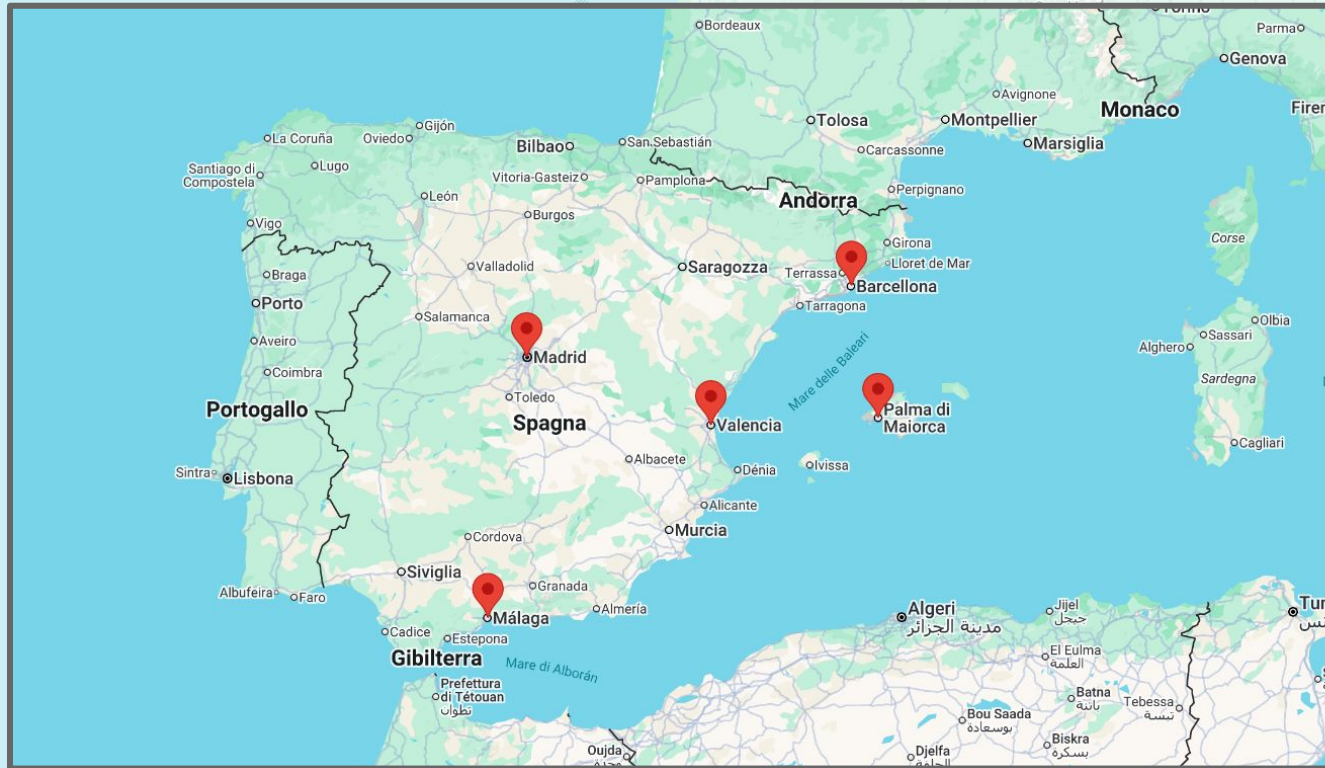
Holiday rentals, new constructions, rent, sell

## Budget Allocation:

€500, 000 by city and customer segment, optimized to maximize efficiency

## Performance Forecast:

Spanish average CPA €5.81



# Market Attractiveness Score: A Data-Driven Prioritization Model

M.A.S. Weights	
Parameter	Weight
SVI	40.00%
Population	30.00%
Similarity	20.00%
Average_Income	10.00%

Number of cities to display: 5	
City	M.A.S.
Madrid	0.813
Barcelona	0.65
Valencia	0.5105
Palma de Mallorca	0.502
Malaga	0.49

## ITALIAN TOP PERFORMERS

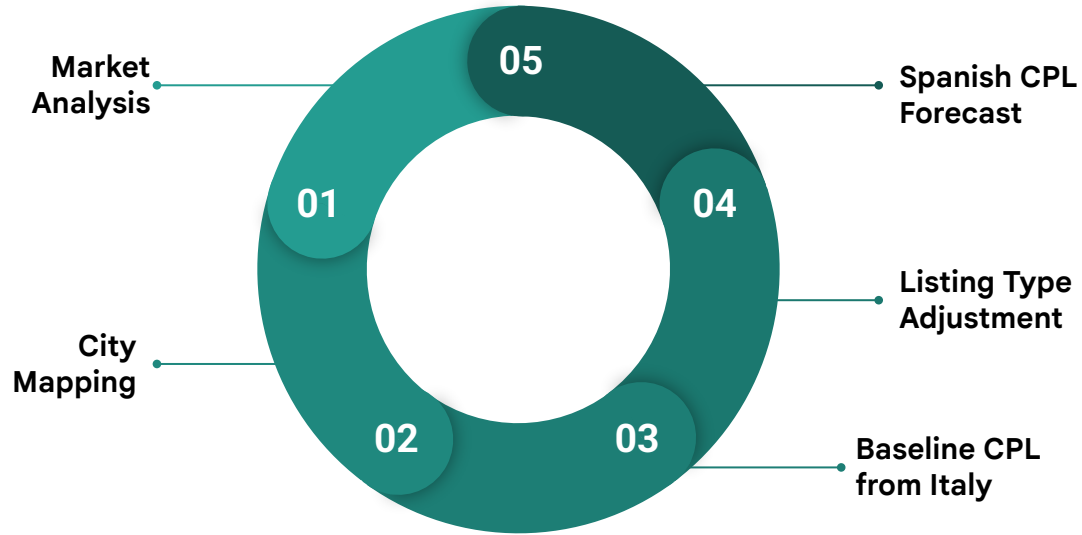
(based on MAX of SVI for each Property\_Type and Listing\_Type couple)

Property_Type	Listing_Type	Key	Max_Italian_SVI
Apartment	Holiday Rentals	Apartment:Holiday Rentals	88
Apartment	New Constructions	Apartment:New Constructions	72
Apartment	Rent	Apartment:Rent	98
Apartment	Sell	Apartment:Sell	100
Land	Holiday Rentals	Land:Holiday Rentals	18
Land	New Constructions	Land:New Constructions	28
Land	Rent	Land:Rent	18
Land	Sell	Land:Sell	42
Loft	Holiday Rentals	Loft:Holiday Rentals	65
Loft	New Constructions	Loft:New Constructions	45
Loft	Rent	Loft:Rent	66
Loft	Sell	Loft:Sell	78
Penthouse	Holiday Rentals	Penthouse:Holiday Rentals	68
Penthouse	New Constructions	Penthouse:New Constructions	55
Penthouse	Rent	Penthouse:Rent	70
Penthouse	Sell	Penthouse:Sell	82
Villa	Holiday Rentals	Villa:Holiday Rentals	75
Villa	New Constructions	Villa:New Constructions	45
Villa	Rent	Villa:Rent	65
Villa	Sell	Villa:Sell	75

# Analyzing the Similarity Score in Depth

- **Max\_Italian\_SVI** = largest SVI for each Italian Property\_Type and Listing\_Type couple
- **Similarity** =  $\text{Spanish\_SVI} / \text{Max\_Italian\_SVI}$

# Top-Down Meets Bottom-Up: Forecasting CPA with Confidence



**Top-down allocation:** Budget split across 5 Spanish cities using Search Volume Index.

**City matching:** Each Spanish city mapped to an Italian counterpart (similar income, population, SVI).

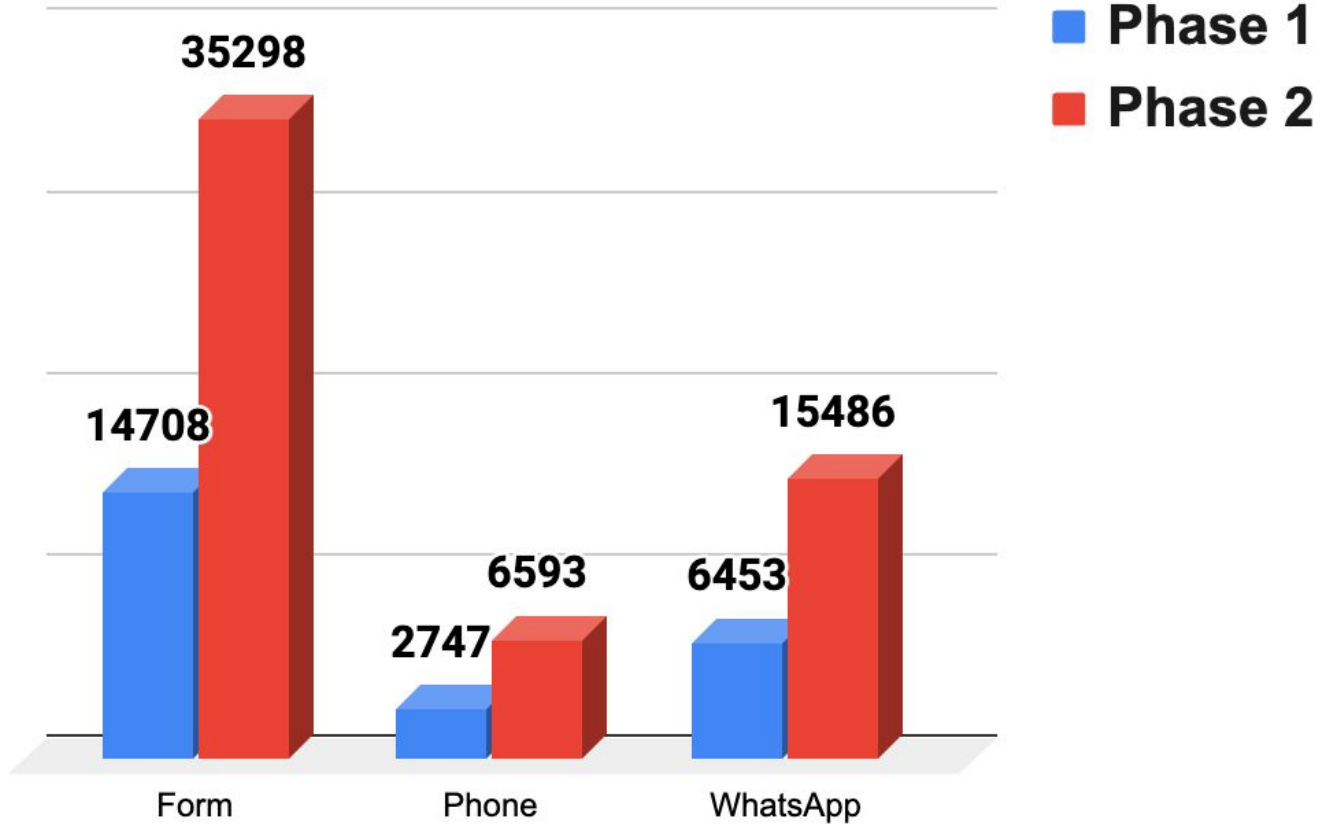
**Baseline CPLs:** Imported Italian CPL data used as a proxy starting point.

**Market calibration:** Listing-type multipliers applied based on Spanish CPC trends and competition.

# From Forecasted CPL to Lead Volume at Scale

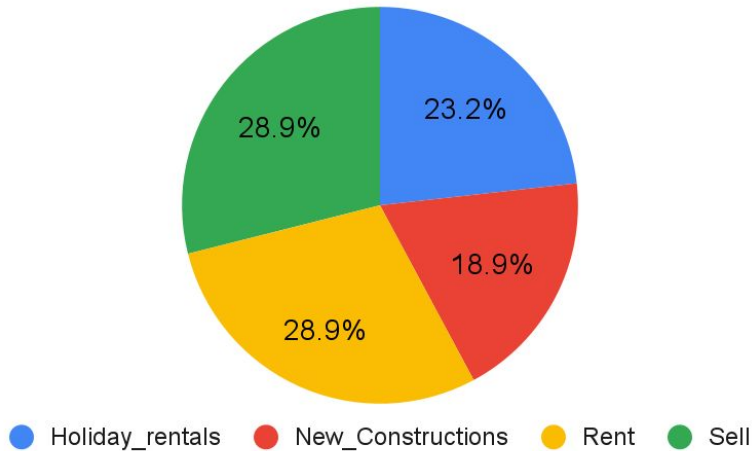
City	Listing Type	Lead Type	Leads	Total(CPL (€))	AVERAGE_CPL	Scaled_CPL_Cost	Scaled_leads
Madrid	Rent	Form	4973	€31,480.86	€6.33	€29,356.72	4638
Madrid	Rent	WhatsApp	2184	€10,570.72	€4.84	€9,857.47	2037
Madrid	Rent	Phone	930	€4,927.67	€5.30	€4,595.18	867
Madrid	Holiday_rentals	Form	2683	€16,981.79	€6.33	€15,835.96	2502
Madrid	Holiday_rentals	WhatsApp	1178	€5,702.19	€4.84	€5,317.44	1099
Madrid	Holiday_rentals	Phone	502	€2,658.14	€5.30	€2,478.79	468
Madrid	Sell	Form	4970	€31,460.25	€6.33	€29,337.50	4635
Madrid	Sell	WhatsApp	2183	€10,563.80	€4.84	€9,851.02	2035
Madrid	Sell	Phone	929	€4,924.44	€5.30	€4,592.17	866
Madrid	New_Constructions	Form	3335	€21,108.24	€6.33	€19,683.98	3110
Madrid	New_Constructions	WhatsApp	1464	€7,087.77	€4.84	€6,609.53	1366
Madrid	New_Constructions	Phone	623	€3,304.05	€5.30	€3,081.12	581

## Leads in Phase 1 and 2



# Smart Budget Allocation by City and Segments

## Market Overall Segment Focus



## Total Budget allocated across Spanish target cities



# Forecasted Results: 81K+ Leads at €5.81 CPA

*Smart budget allocation across top 5 Spanish cities generates efficient lead flow.*

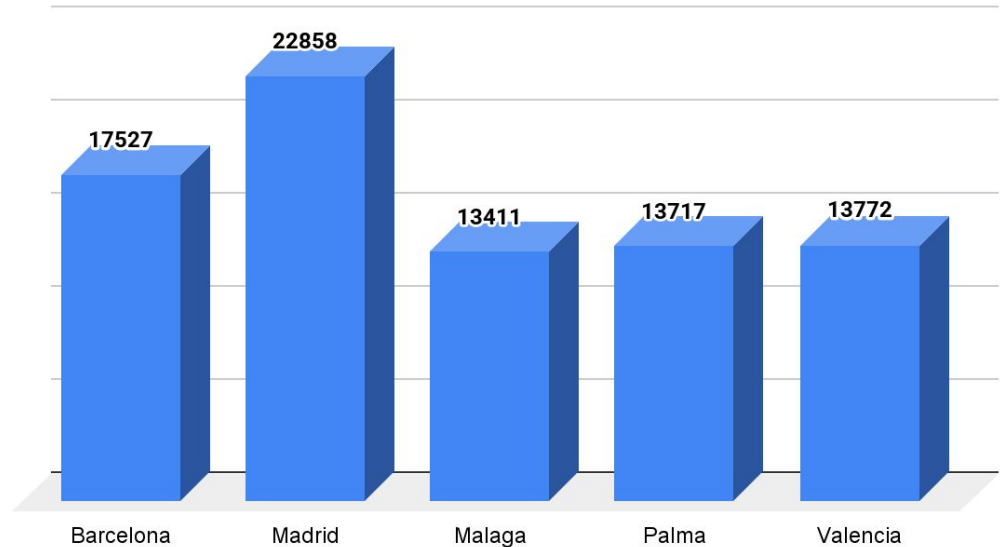
## KPI's

Total Leads: 81285

Average CPA: €5.81

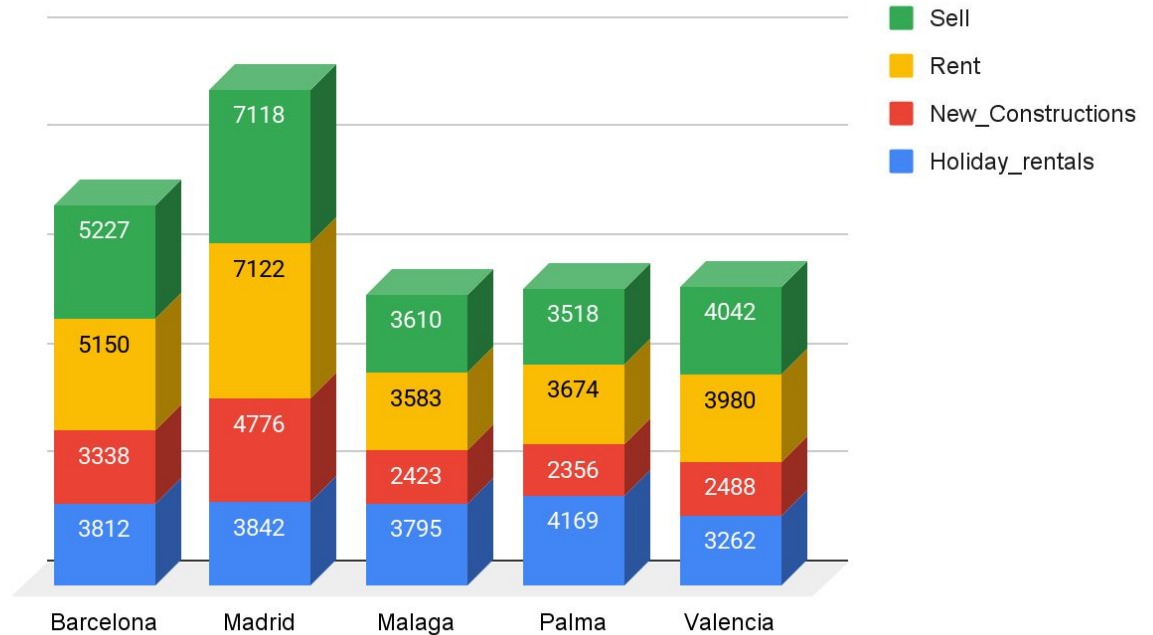
Total Spend: €500,000

Lead distribution by city



# Forecasted Leads by City and Property Category

Total expected leads per city and listing type



- Madrid delivers 28% of all leads.
- Sell & Rent segments dominate lead share in all cities.
- Holiday rentals drive growth in Palma and Málaga.

# Performance Improves Post-Ramp-Up Phase

Lead_type	CPA (Phase 1)
Form	7.60
Whatsapp	5.81
Contact Phone	6.36
Total Leads	23,907

Lead_type	CPA (Phase 2)
Form	6.33
Whatsapp	4.84
Contact Phone	5.30
Total Leads	57,377

CPA decreases by 17% after learning phase, stabilizing at steady-state efficiency by Month 3.

# Cross-Market Validation: Spanish Forecasts Mirror Proven Italian Results

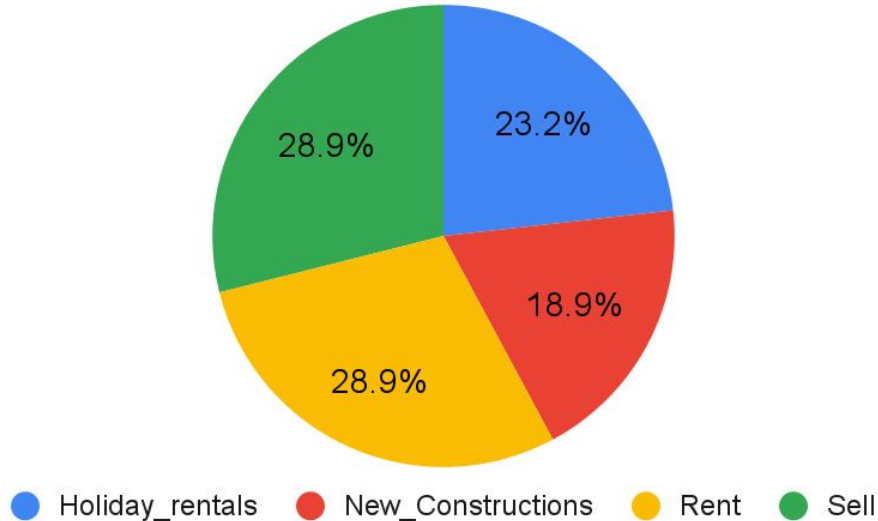


City	Leads	Total Budget
Rome	29,300	€162,144
Milan	24,900	€146,398
Turin	16,000	€89,916
Bari	10,300	€57,082
Genoa	11,700	€65,224
<b>Total</b>	<b>92,200</b>	<b>€520,764</b>

City	Leads	Total Budget
Madrid	22,858	€140,597
Barcelona	17,527	€107,832
Valencia	13,772	€84,710
Palma	13,717	€84,372
Malaga	13,411	€82,489
<b>Total</b>	<b>81,285</b>	<b>€500,000</b>

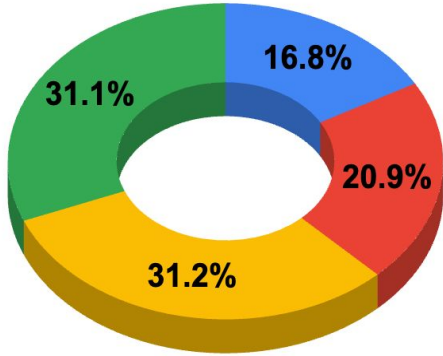
# Market Segmentation

## Total Budget divided by Listing type



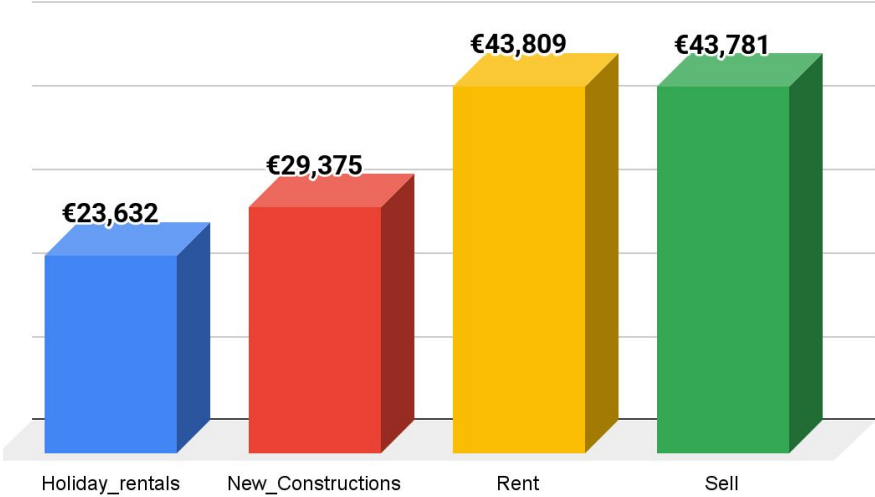
- **SVI Analysis :**  
demand distribution  
by city & listing type
- **CPA Modeling :**  
Used CPA data to  
allocate budget
- **Validation: SVI and  
CPA splits were  
almost identical**

## Madrid Market Segmentation

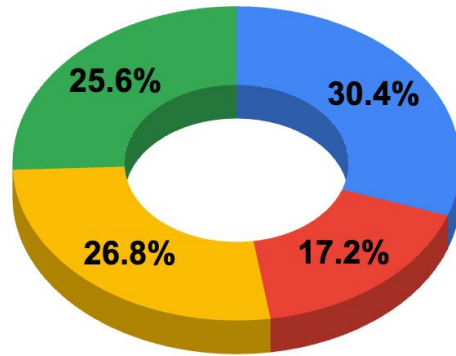


● Holiday\_rentals ● New\_Constructions ● Rent ● Sell

## Madrid Market Segmentation Budget

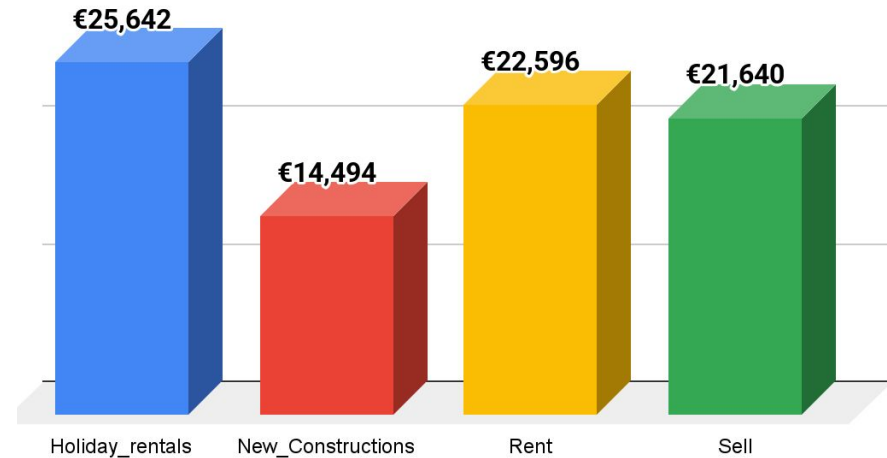


## Palma Market Segmentation



● Holiday\_rentals ● New\_Constructions ● Rent ● Sell

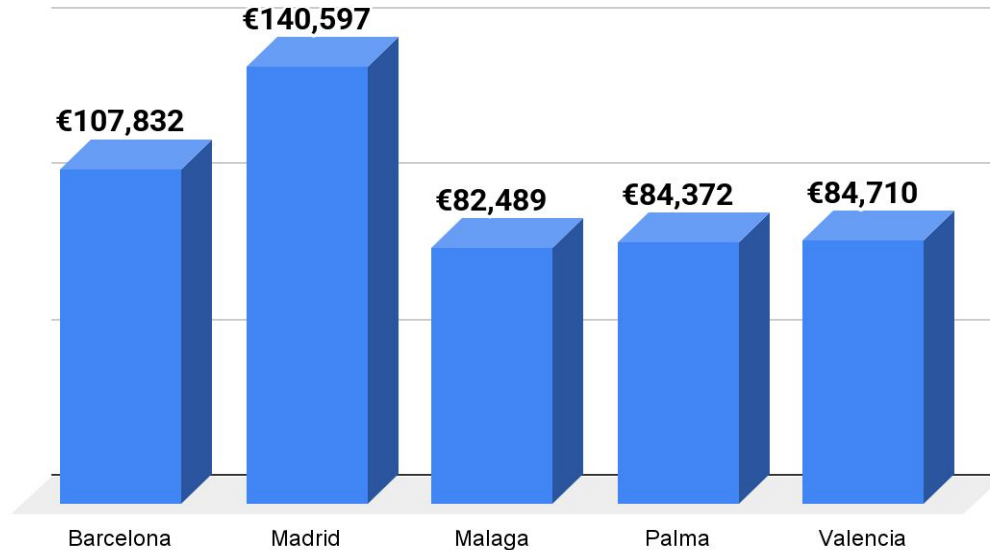
## Palma Market Segmentation Budget

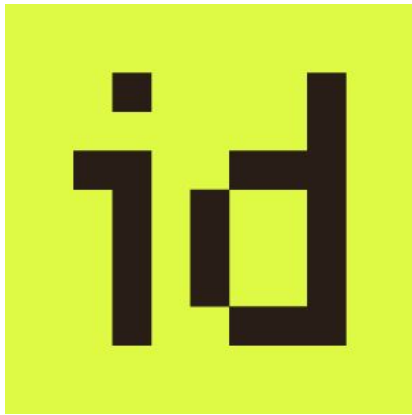


# Budget allocation

Madrid/Barcelona → High-visibility anchors in competitive environments  
Malaga/Palma/Valencia → Sustainable growth and operational balance

Total Budget allocated across Spanish target cities

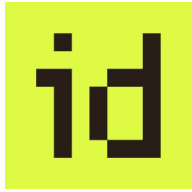




# Idealista: our benchmark for understanding the Spanish market

2000 Madrid  
Spain and Italy  
Online Real Estate Marketplace

Why Idealista?  
**Cross digital housing model market Spain & Italy**



# Idealista: analysis

## Channels overview ⓘ

📅 Sep 2025 🌐 Worldwide 🗺️ All traffic



## Strengths:

- Strong brand awareness
- Mobile dominance
- Fast conversions rate

## Weaknesses:

- Low social traffic
- Limited user interaction depth

## Device distribution ⓘ

📅 Sep 2025 🌐 Worldwide



- Desktop 0.82%
- Mobile Web 99.18%

# Opportunities and recommendation

Our mission is to turn action into connection

# Sources

[Learning period for campaigns](#)

[Similarweb](#)

[Idealista](#)

Instituto Nacional de Estadística (INE)

[Dataset 1,2,3](#)

[Cost-per-lead/real-estate](#)