ProprioGO Spain Launch Strategy

Data-Driven City Prioritization, Budget Planning & CPA Forecasting

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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

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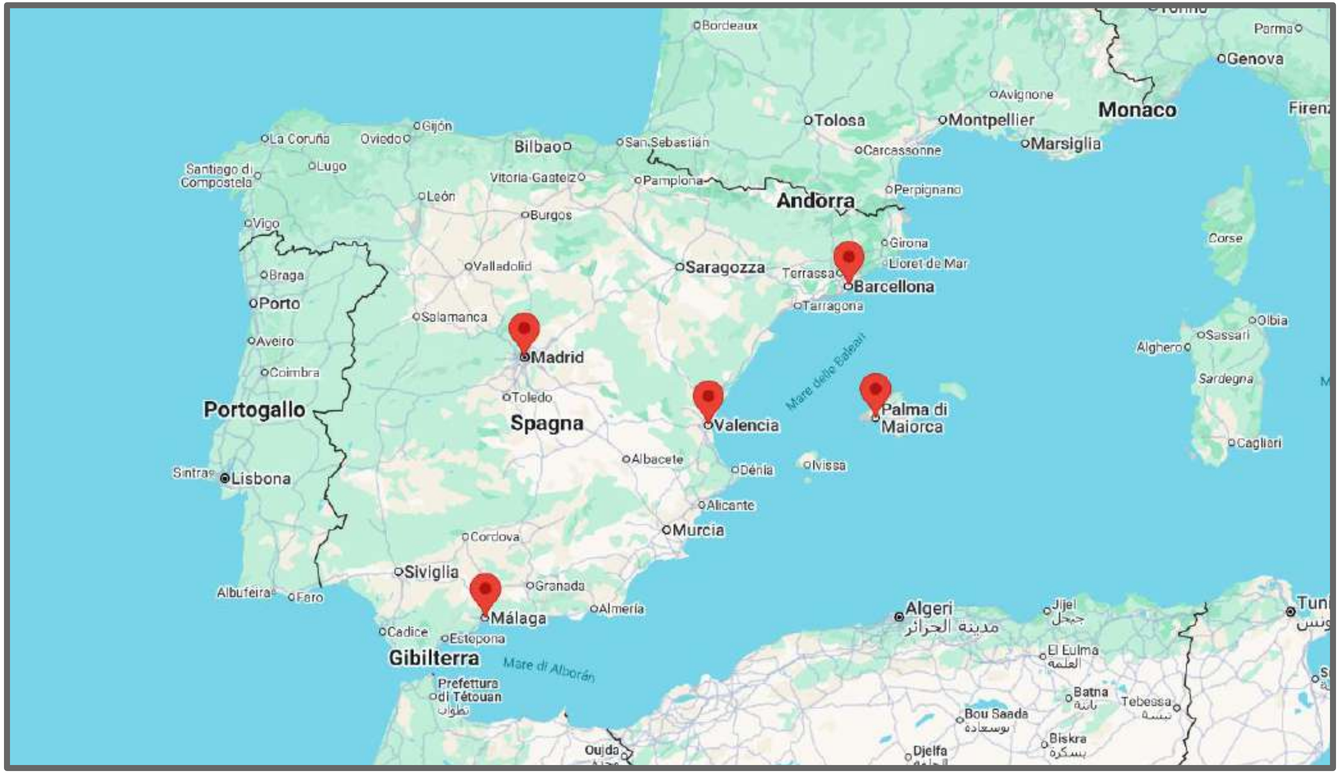
Bordeaux
Parma
Genova
Avignone
Tolosa
Montpellier
Monaco
Marsiglia
Carcassonne
Perpignano
Andorra
La Coruña
Oviedo
Gijón
Bilbao
San Sebastián
Santiago di Compostela
Lugo
Vitoria-Gasteiz
Pamplona
León
Burgos
Vigo
Girona
Lloret de Mar
Corse
Valladolid
Saragozza
Terrassa
Barcellona
Braga
Porto
Tarragona
Salamanca
Olbia
Sassari
Alghero
Aveiro
Madrid
Sardegna
Coimbra
Toledo
Mare delle Baleari
Palma di Maiorca
Portogallo
Spagna
Valencia
Cagliari
Ivissa
Sintra
Lisbona
Albacete
Dénia
Alicante
Murcia
Cordova
Siviglia
Granada
Albufeira
Faro
Málaga
Almería
Algeri
Jijel
Cadice
Estepona
Gibilterra
Mare di Alborán
El Eulma
Prefettura di Tétouan
Batna
Tebessa
Bou Saada
Biskra
Oujda
Djelfa

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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

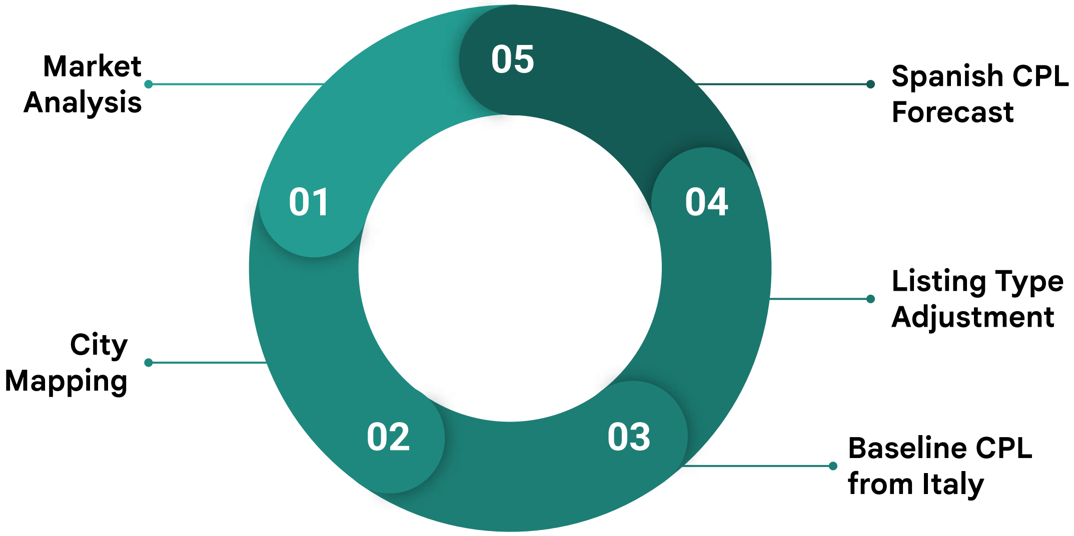
(based on MAX of SVI for each Property_Type and Listing_Type couple)

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** = Spanish_SVI / 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.

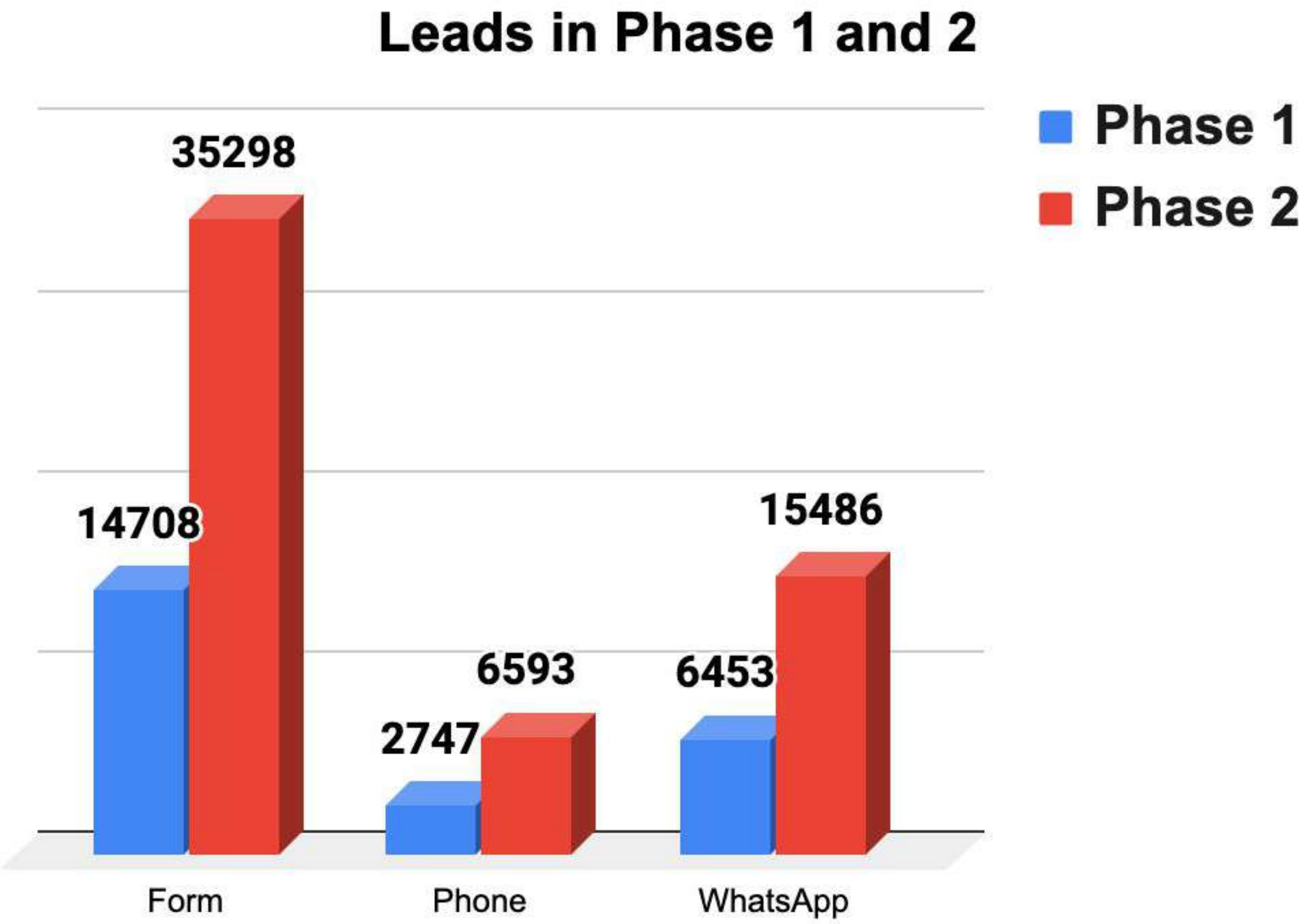
City matching: Each Spanish city mapped to an Italian counterpart (similar income, population, SVI).

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.

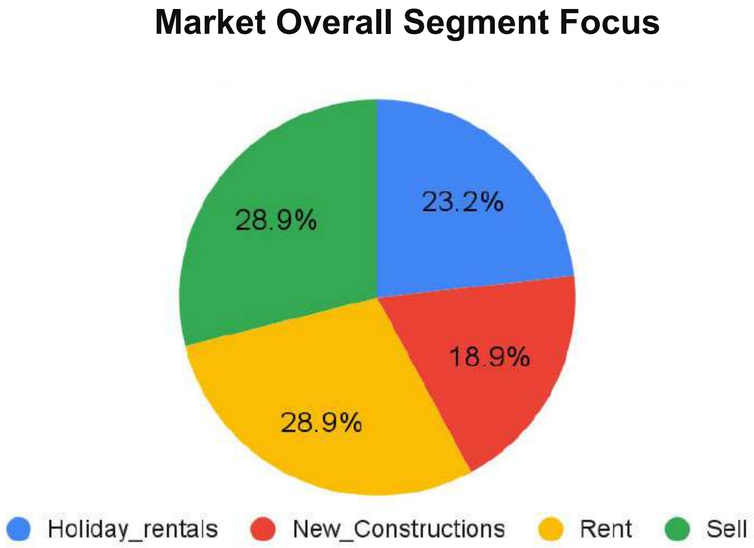
From Forecasted CPL to Lead Volume at Scale

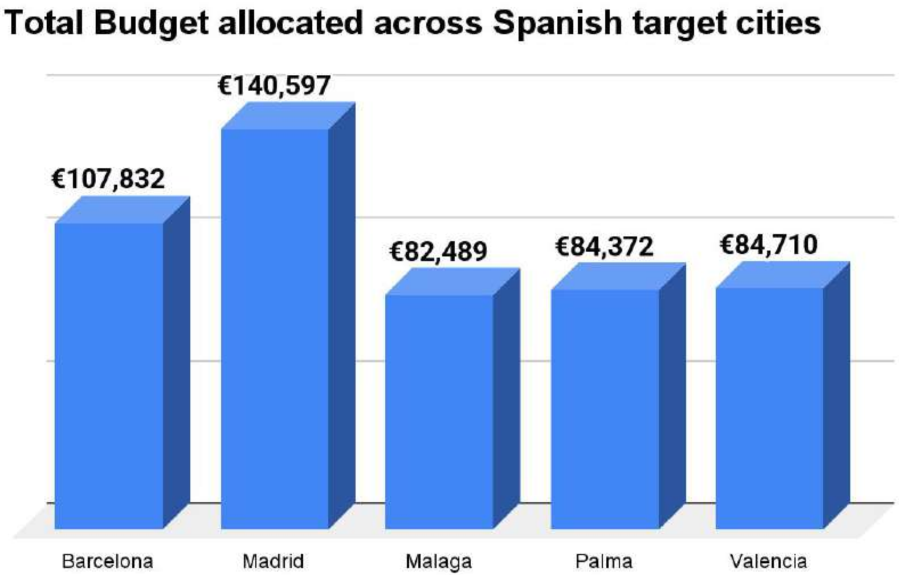
City	Listing Type	Lead Type	Leads	Total(CPL (€))	AVERAGE_CPL	Scaled_CPL_Cost	Scaled_leads
Madrid	Rent	Form	4973	€31,480.86	€6.33	€29,356.72	4638
Madrid	Rent	WhatsApp	2184	€10,570.72	€4.84	€9,857.47	2037
Madrid	Rent	Phone	930	€4,927.67	€5.30	€4,595.18	867
Madrid	Holiday_rentals	Form	2683	€16,981.79	€6.33	€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
Phase 1
Phase 2
35298
14708
6593
2747
15486
6453
Form
Phone
WhatsApp

Smart Budget Allocation by City and Segments





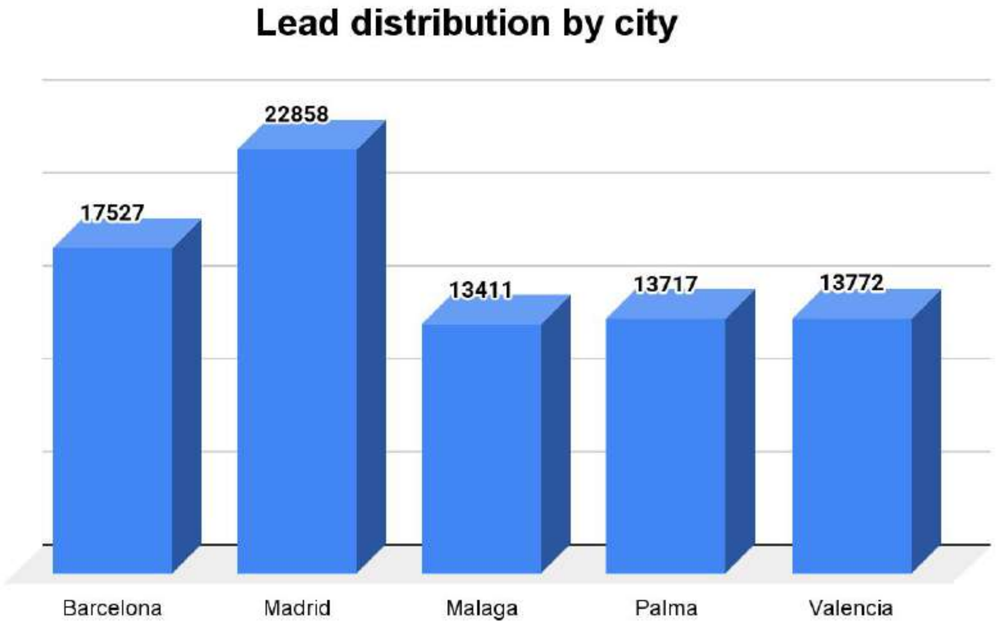
Forecasted Results: 81K+ Leads at €5.81 CPA

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



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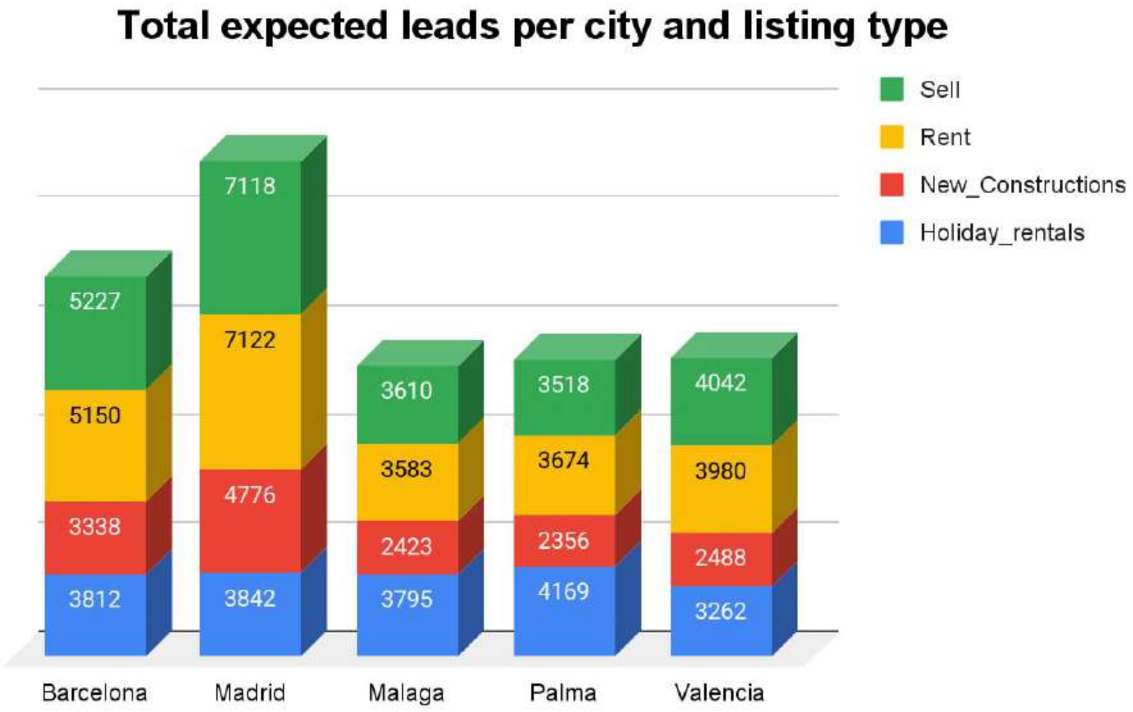
Forecasted Leads by City and Property Category

- 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

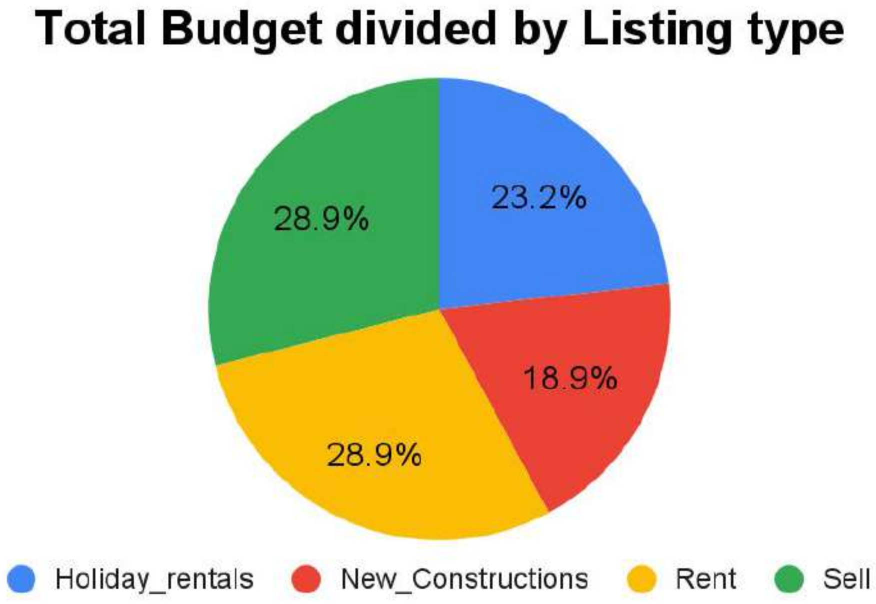
CPA decreases by 17% after learning phase, stabilizing at steady-state efficiency by Month 3.

Cross-Market Validation: Spanish Forecasts Mirror Proven Italian Results

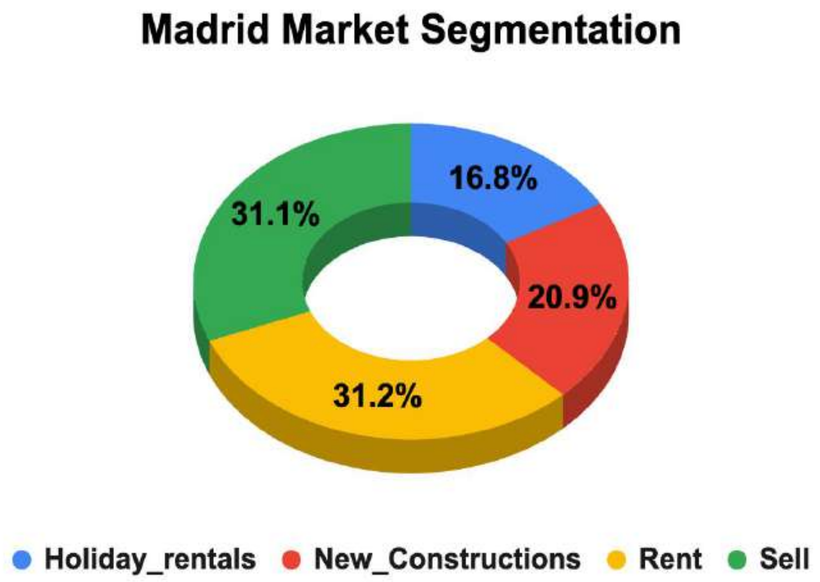
City	Leads	Total Budget
Rome	29,300	€162,144
Milan	24,900	€146,398
Turin	16,000	€89,916
Bari	10,300	€57,082
Genoa	11,700	€65,224
Total	**92,200**	**€520,764**

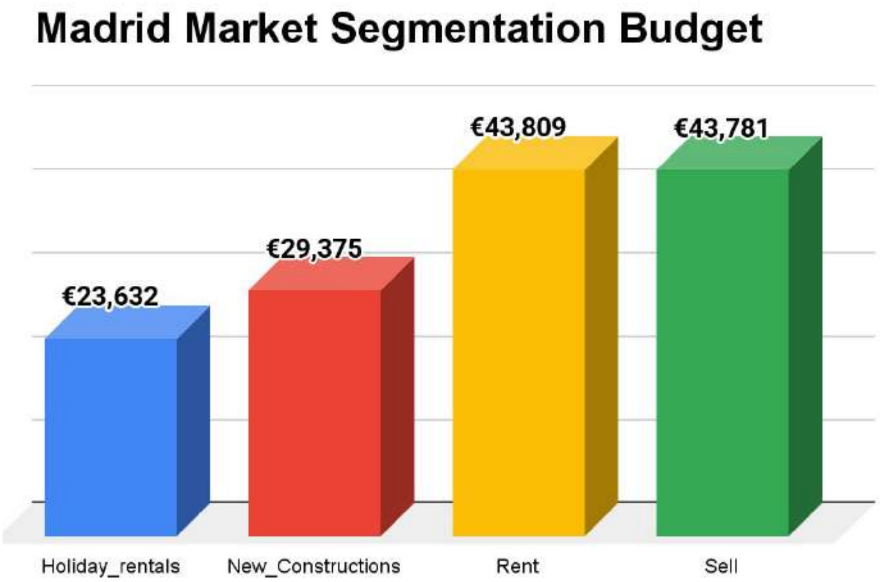
City	Leads	Total Budget
Madrid	22,858	€140,597
Barcelona	17,527	€107,832
Valencia	13,772	€84,710
Palma	13,717	€84,372
Malaga	13,411	€82,489
Total	**81,285**	**€500,000**

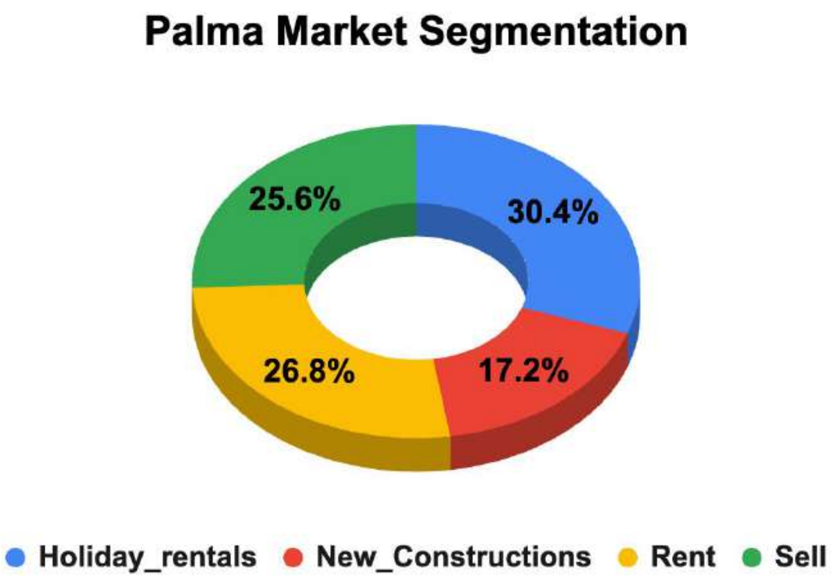
Market Segmentation

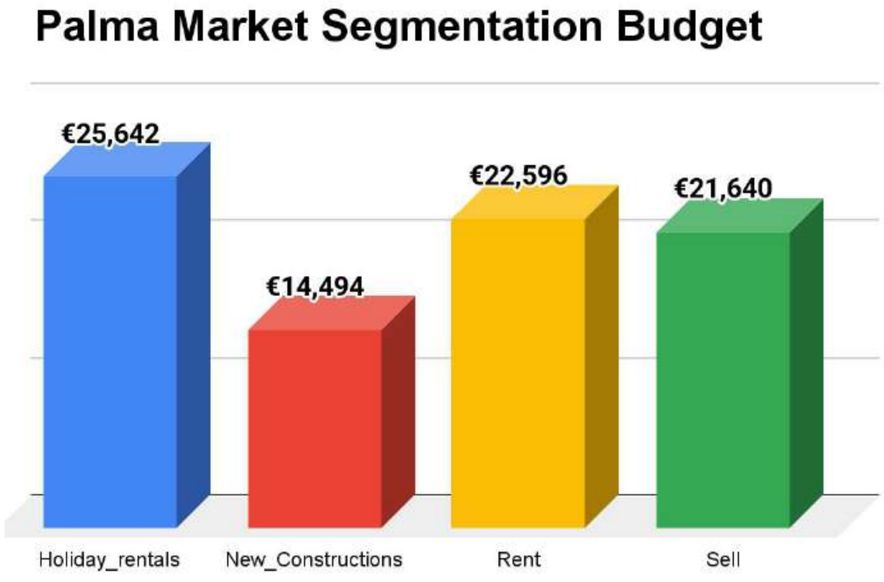


- **SVI Analysis : demand distribution by city & listing type**
- **CPA Modeling : Used CPA data to allocate budget**
- **Validation: SVI and CPA splits were almost identical**


Madrid Market Segmentation
16.8%
20.9%
31.2%
31.1%
Holiday_rentals
New_Constructions
Rent
Sell

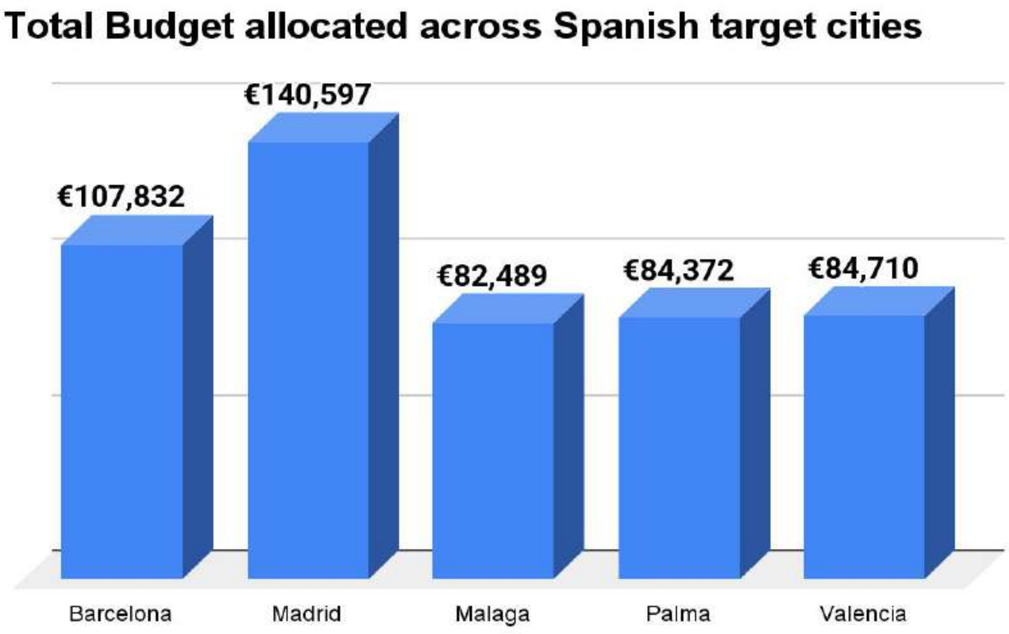

Madrid Market Segmentation Budget
€23,632
€29,375
€43,809
€43,781
Holiday_rentals
New_Constructions
Rent
Sell


Palma Market Segmentation
25.6%
30.4%
26.8%
17.2%
Holiday_rentals
New_Constructions
Rent
Sell


Palma Market Segmentation Budget
€25,642
€14,494
€22,596
€21,640
Holiday_rentals
New_Constructions
Rent
Sell

Budget allocation

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



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

Strengths:
- Strong brand awareness
- Mobile dominance
- Fast conversions rate

Weaknesses:
- Low social traffic
- Limited user interaction depth

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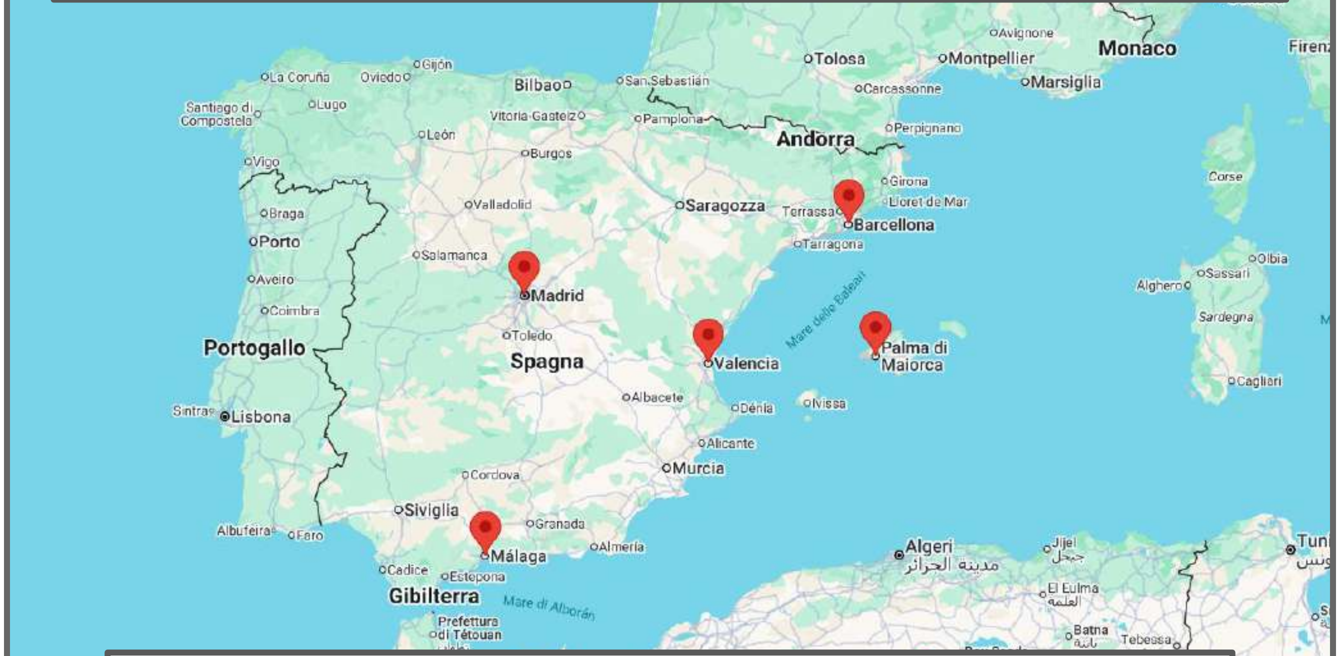
Opportunities and recommendation



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