

immonet.de

Wir sind Immobilien





We are a online market place!

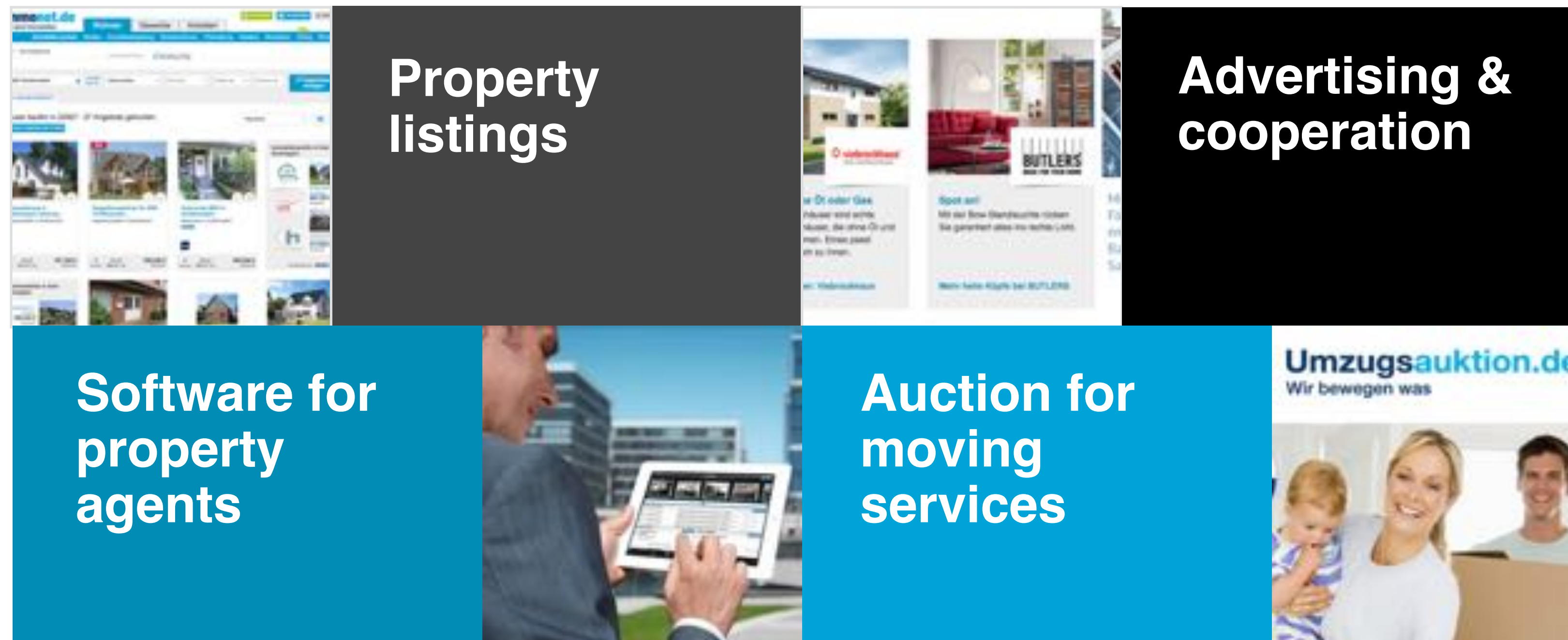


1.495 million listings

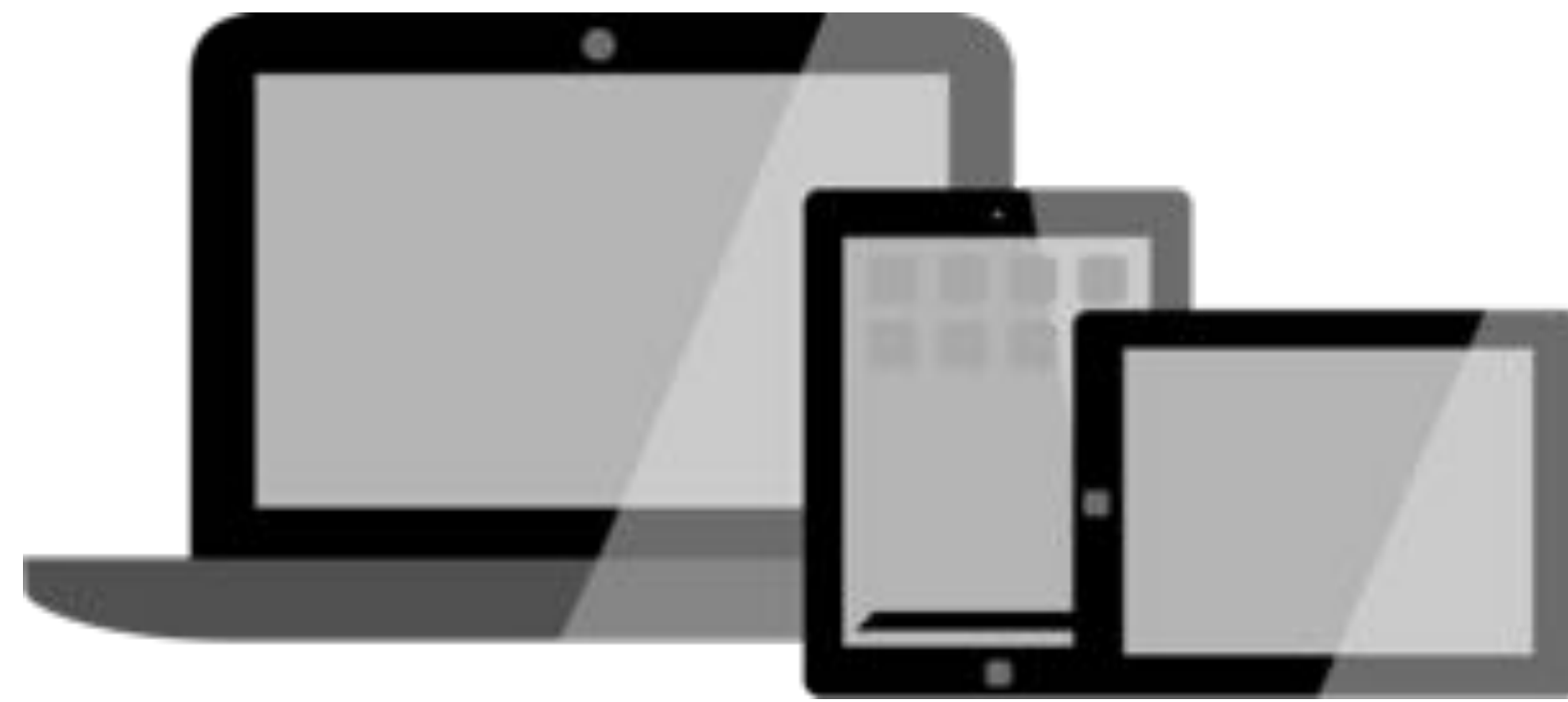


5.2 million unique users
per month

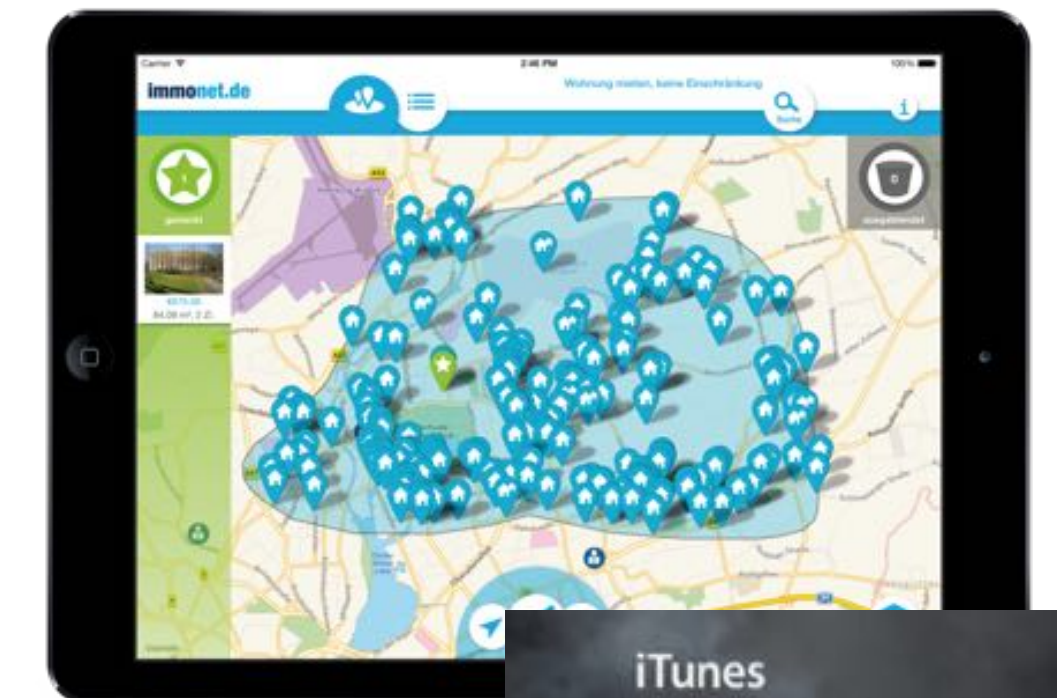
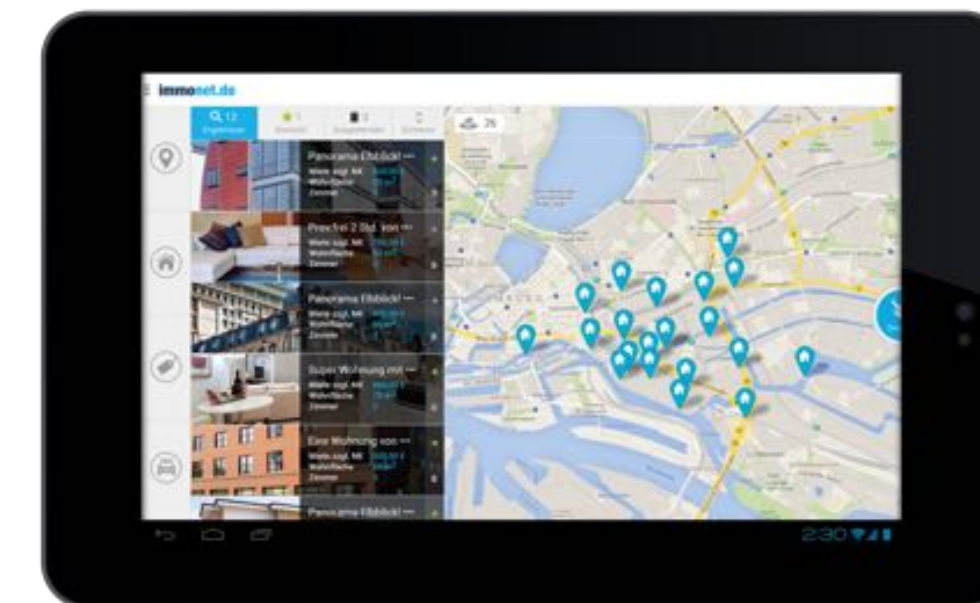
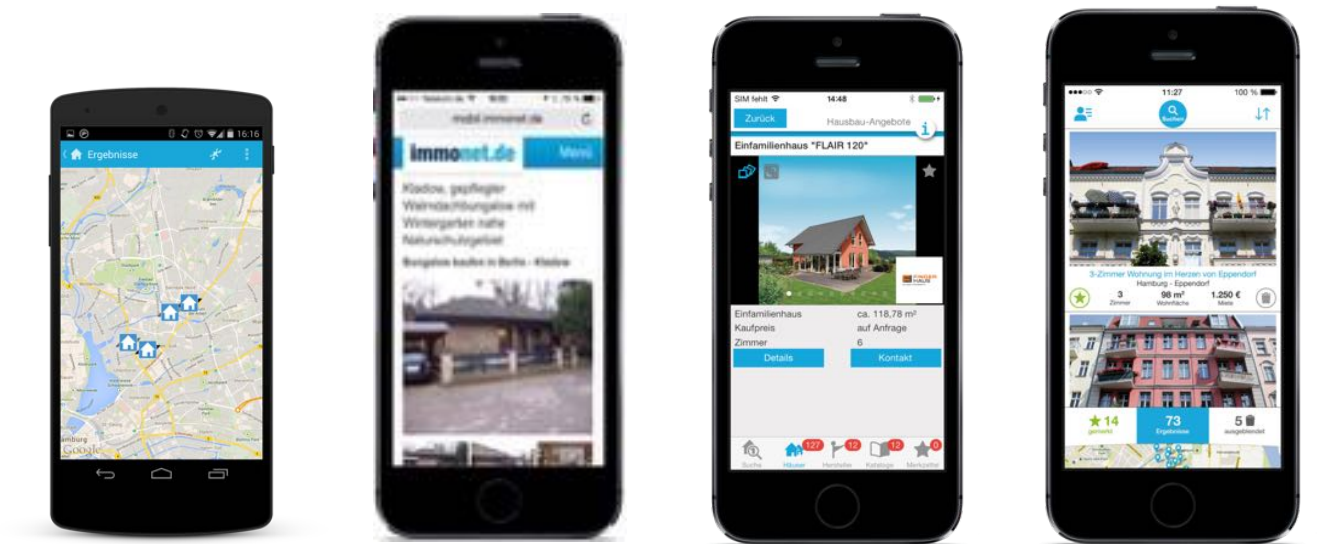
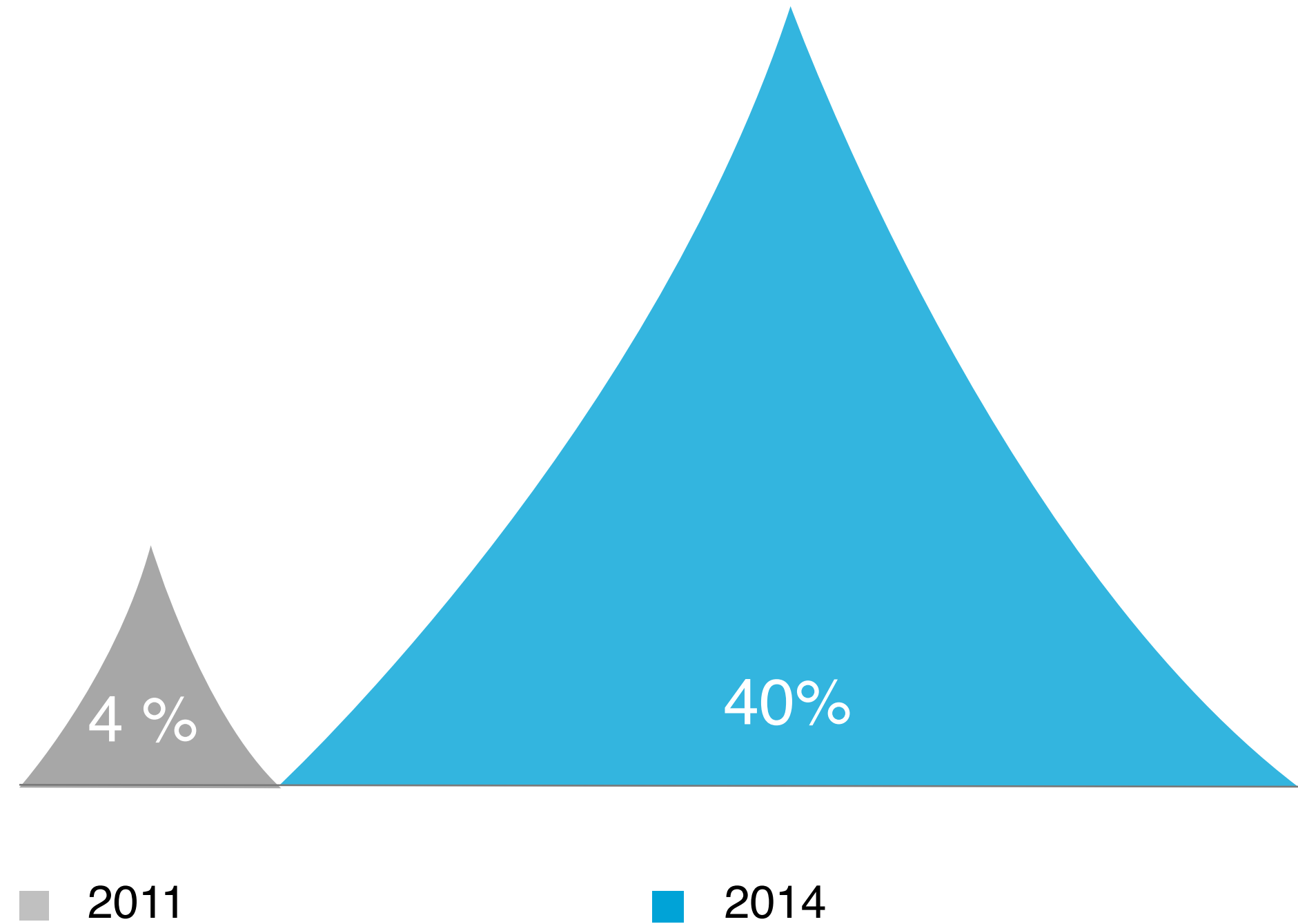
Main fields of business



Cross Device / Cross Channel

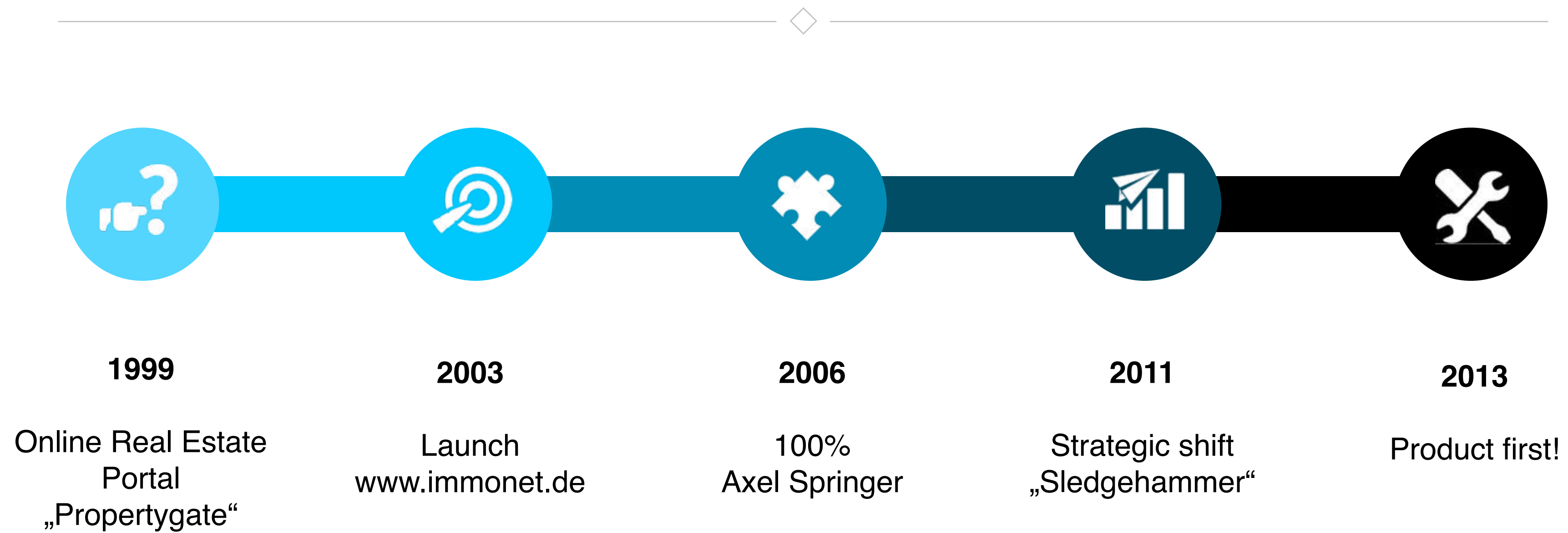


Mobile



10 JAHRE

Company Timeline



Shareholder



11% Madsack

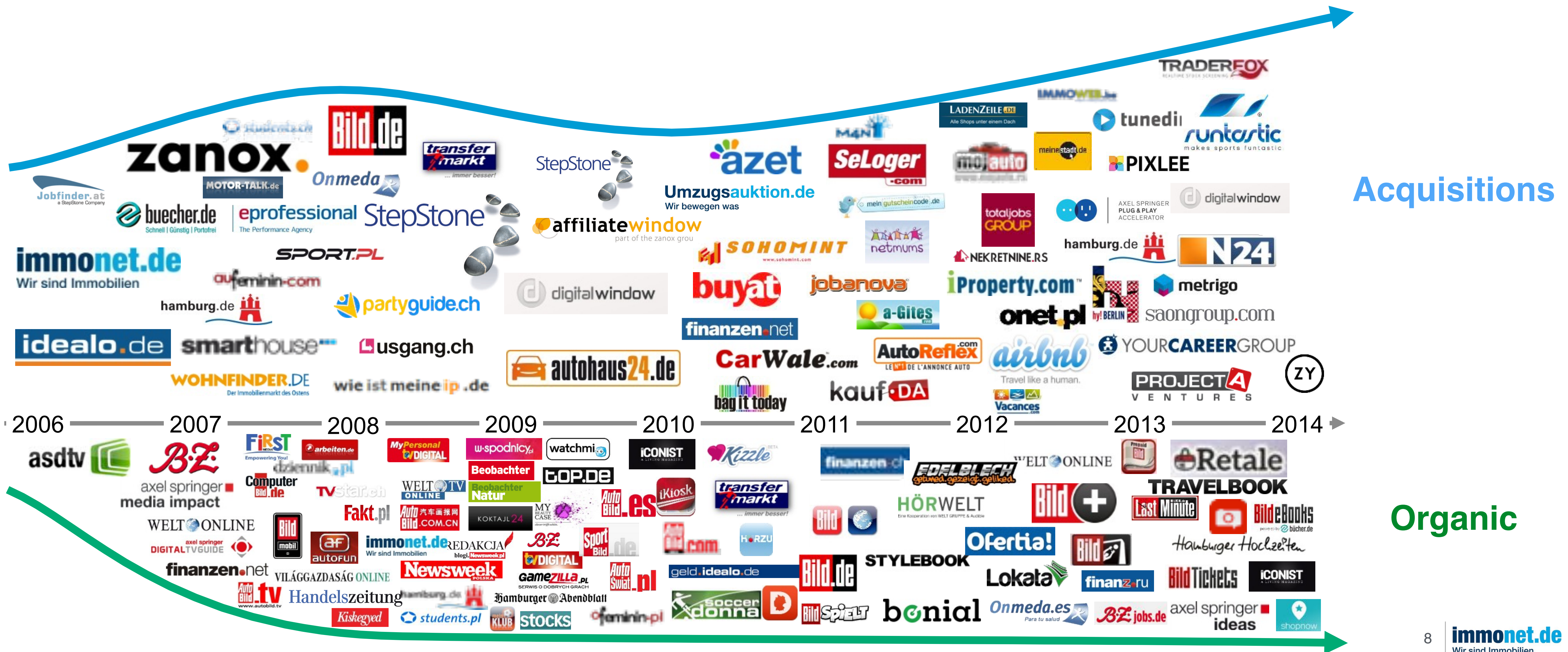
79% ASDC

75% Axel Springer SE

25 % General Atlantic



„Digital world“ of Axel Springer





250 People





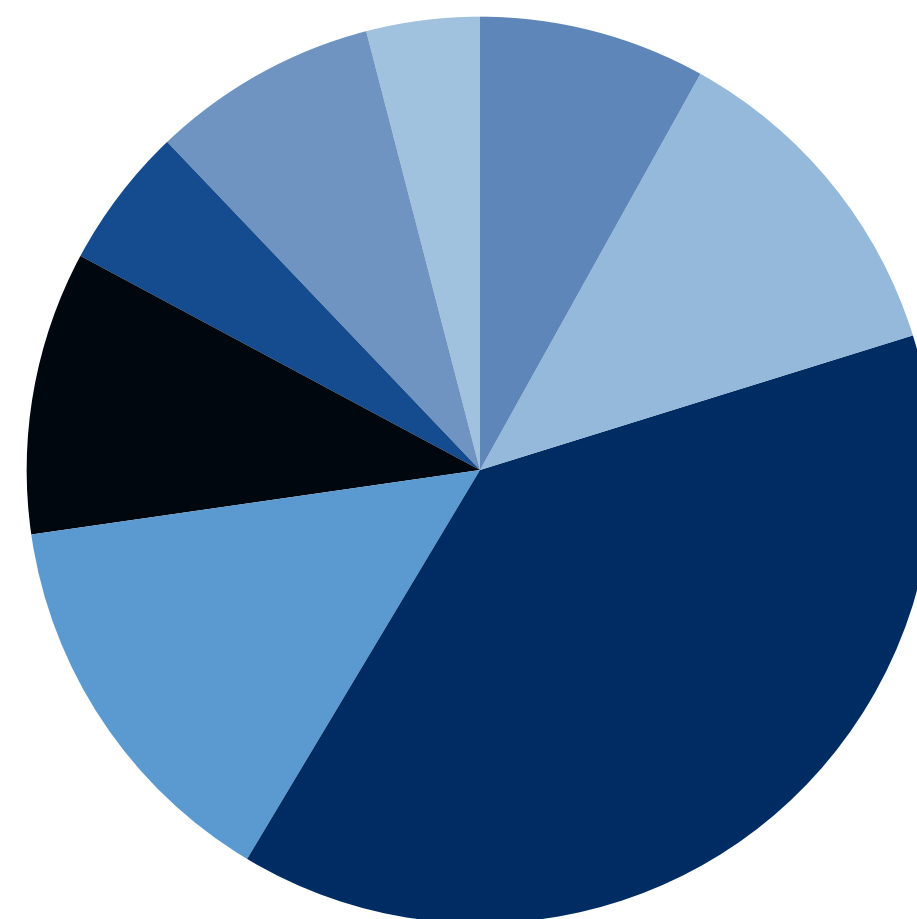
STRUCTURE @ Immonet



● Sales & Customer Service ● Product & Development ● Database Marketing ● Marketing ● Others



STRUCTURE @ Product & Development



● User Experience
● Mobile Applications

● Product Management
● Content Solutions

● Software Development
● Immonet Manager

● Quality Assurance
● SCRUM Master



Culture



AGENDA

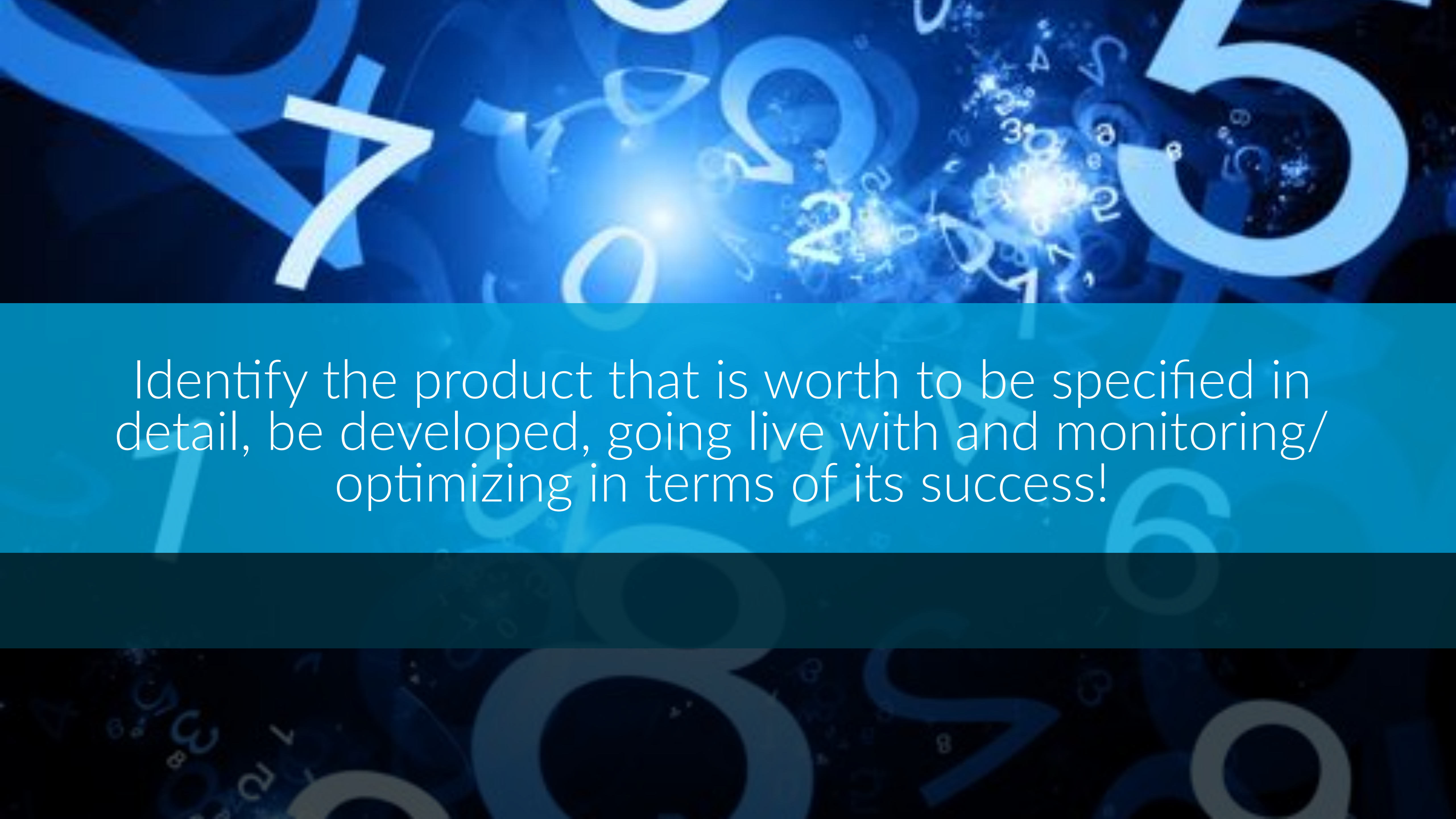


PRODUCT MANAGEMENT

„The successful product manager sees himself as the CEO of the product.
He takes full responsibility for the product.“

- Marty Caygen, „Inspired: How to create great products customers love“ -

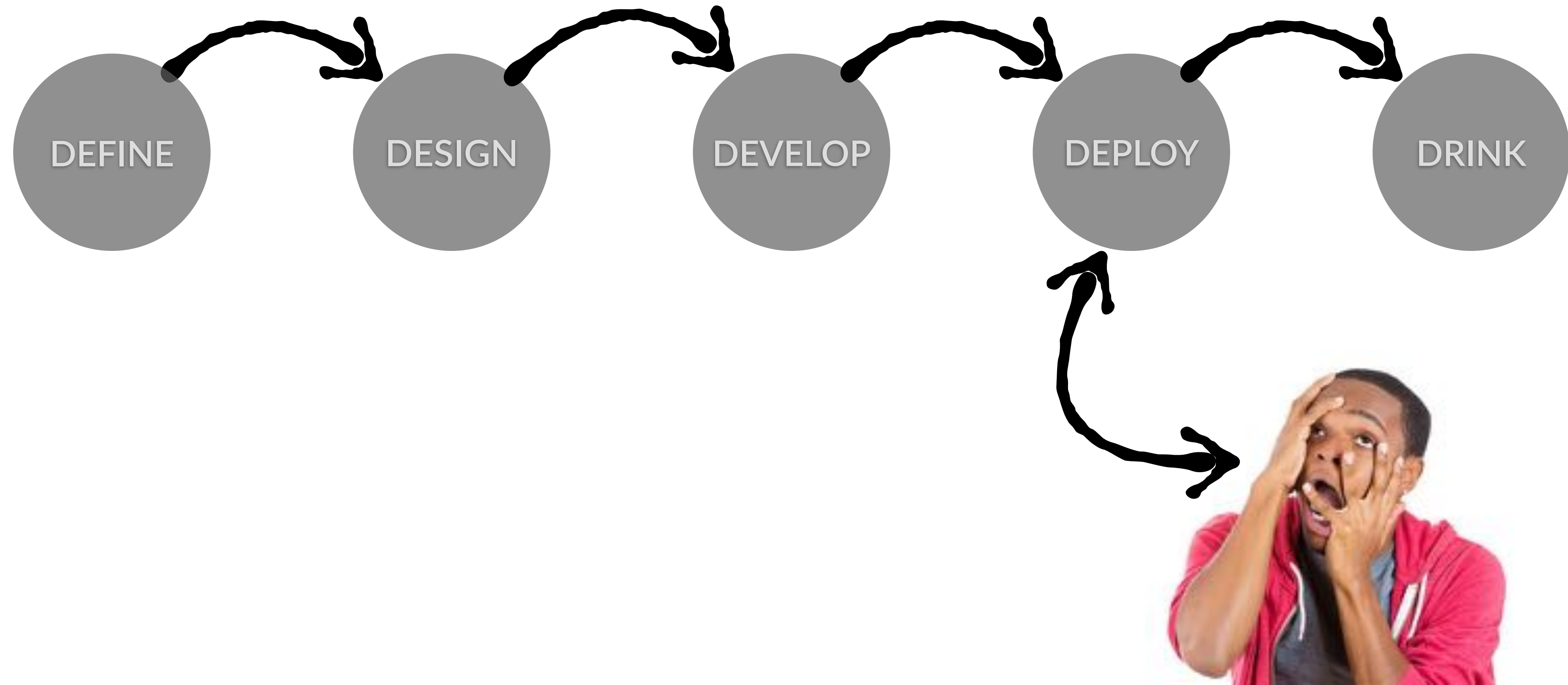


The background is a dark blue gradient with large, stylized white numbers (0, 1, 2, 3, 4, 5, 6, 7, 8, 9) scattered across it. In the upper right quadrant, there is a bright, glowing cluster of small white particles and numbers, resembling a starburst or a data point. The overall aesthetic is futuristic and digital.

Identify the product that is worth to be specified in detail, be developed, going live with and monitoring/optimizing in terms of its success!

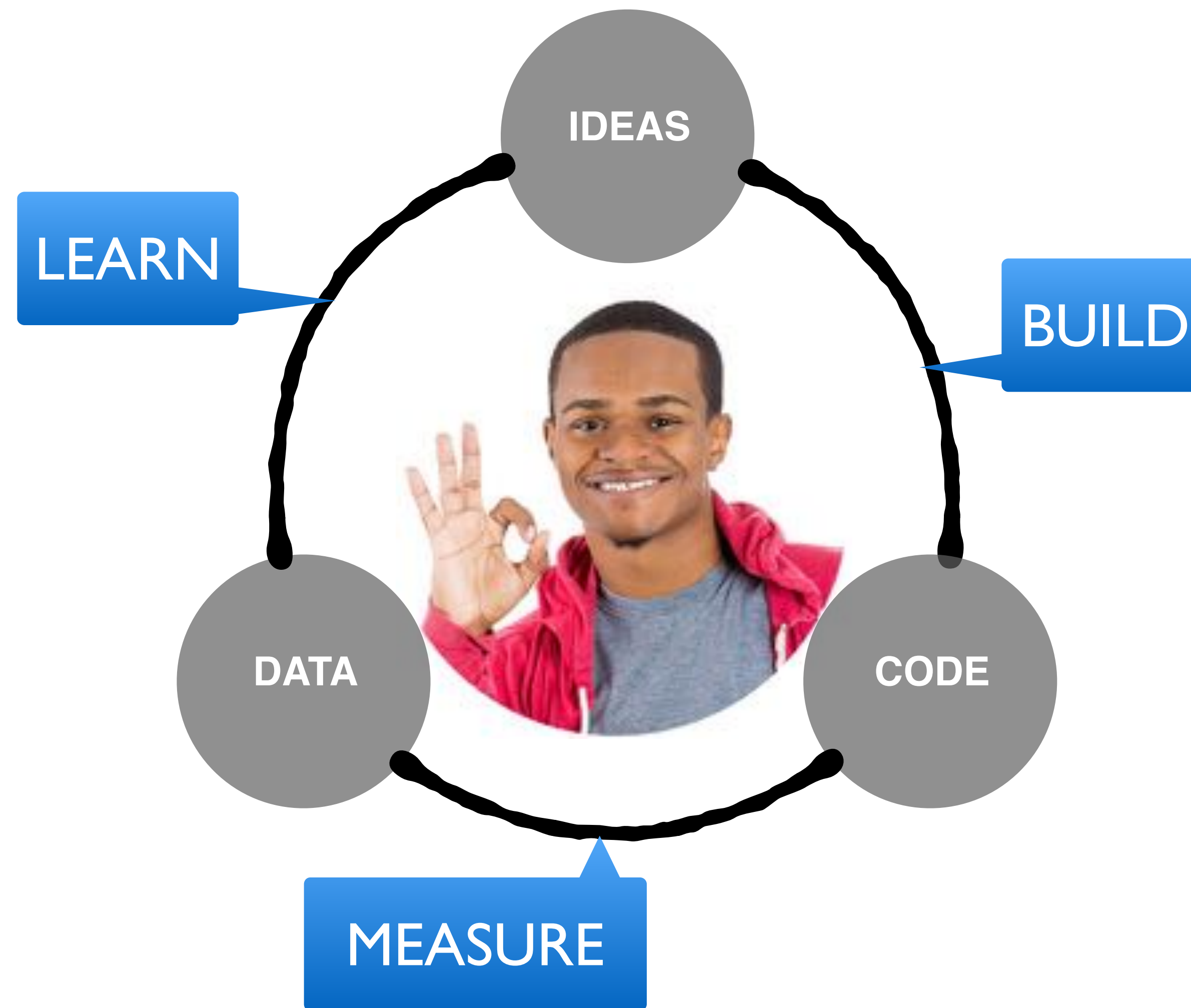
“Life’s too short to build something nobody wants.”

- Ash Maurya -



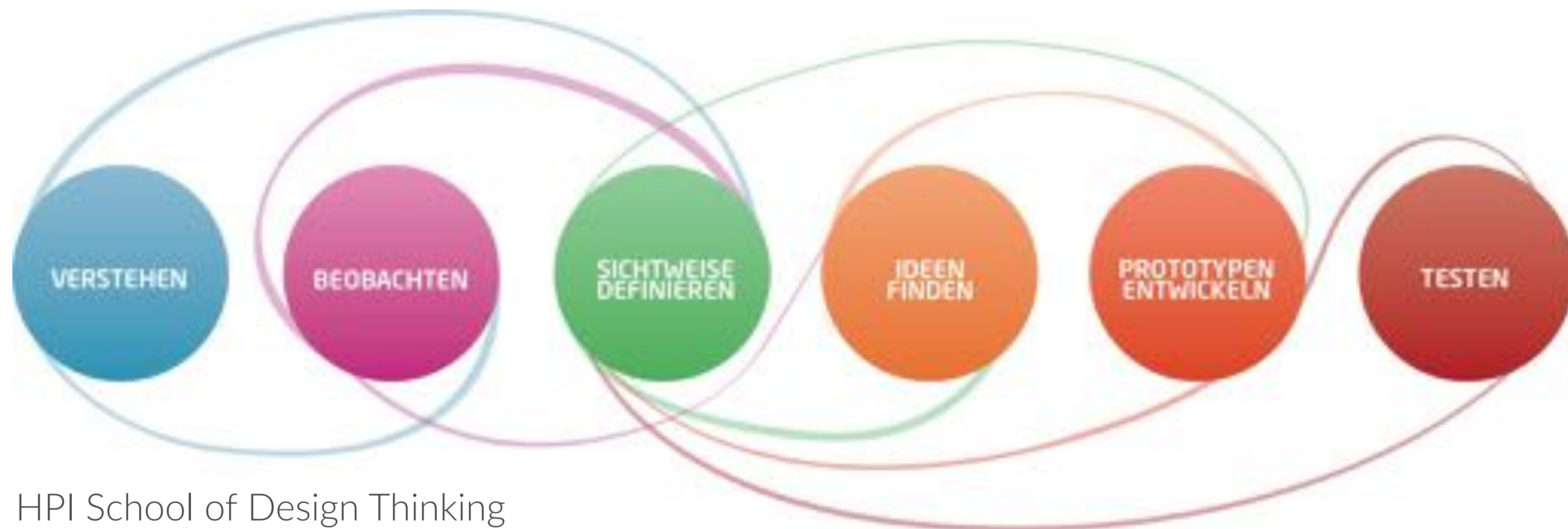
“Using the Lean Startup approach, companies can create order not chaos by providing tools to test a vision continuously.”

-Eric Ries „The Lean Startup“-





Fail fast, fail cheap!



HPI School of Design Thinking

Manifesto for Agile Software Development

Individuals and interactions
over processes and tools

Working software
over comprehensive documentation

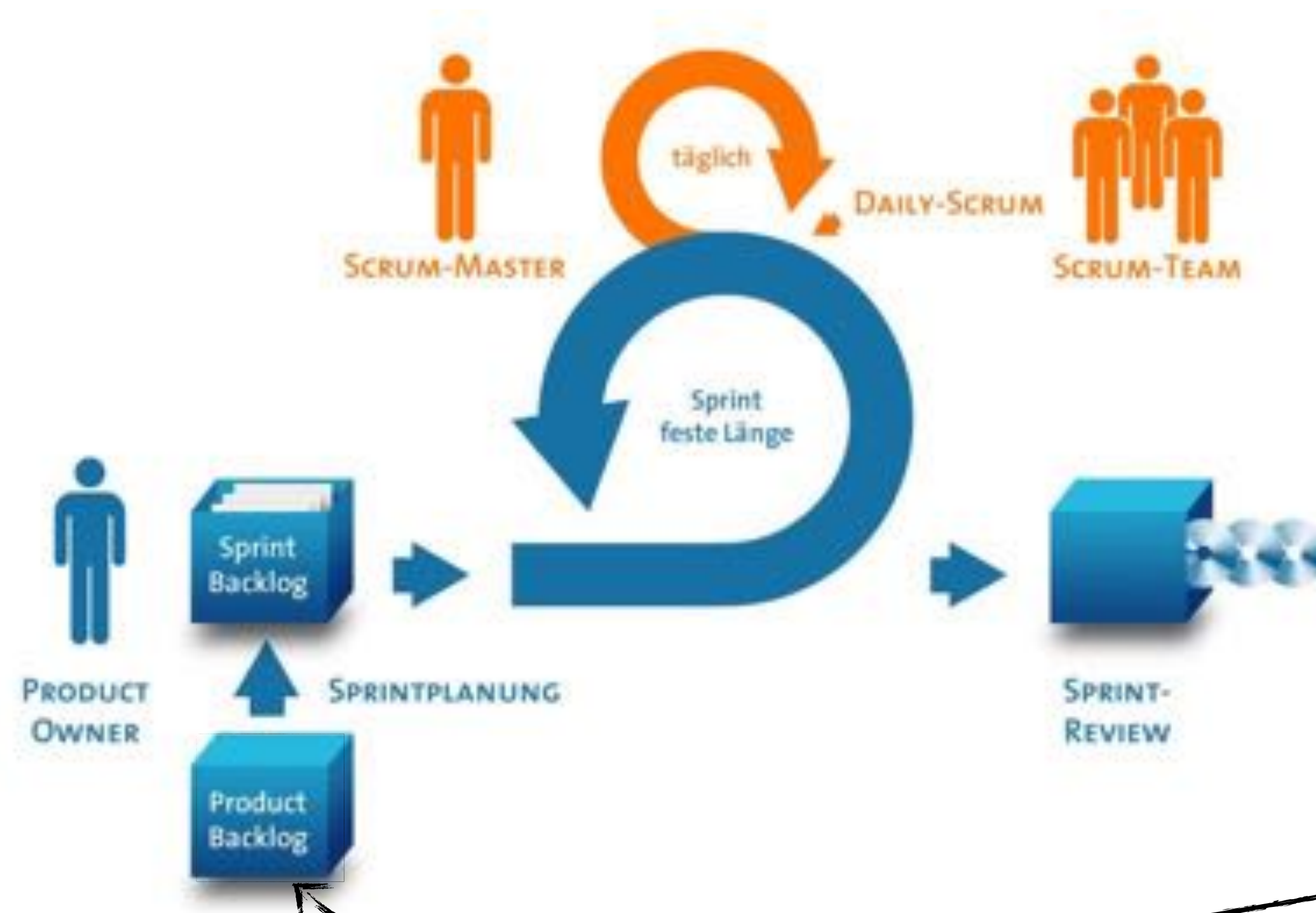
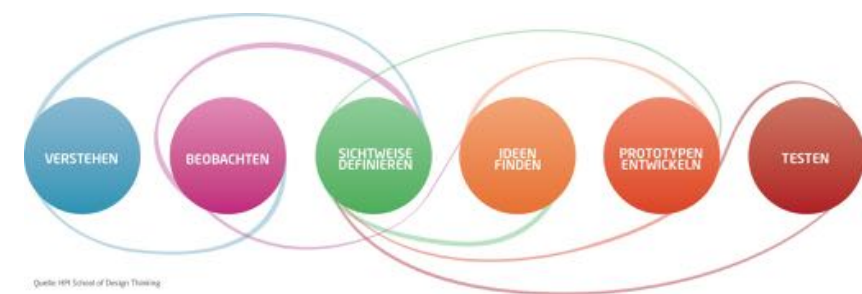
Customer collaboration
over contract negotiation

Responding to change
over following a plan

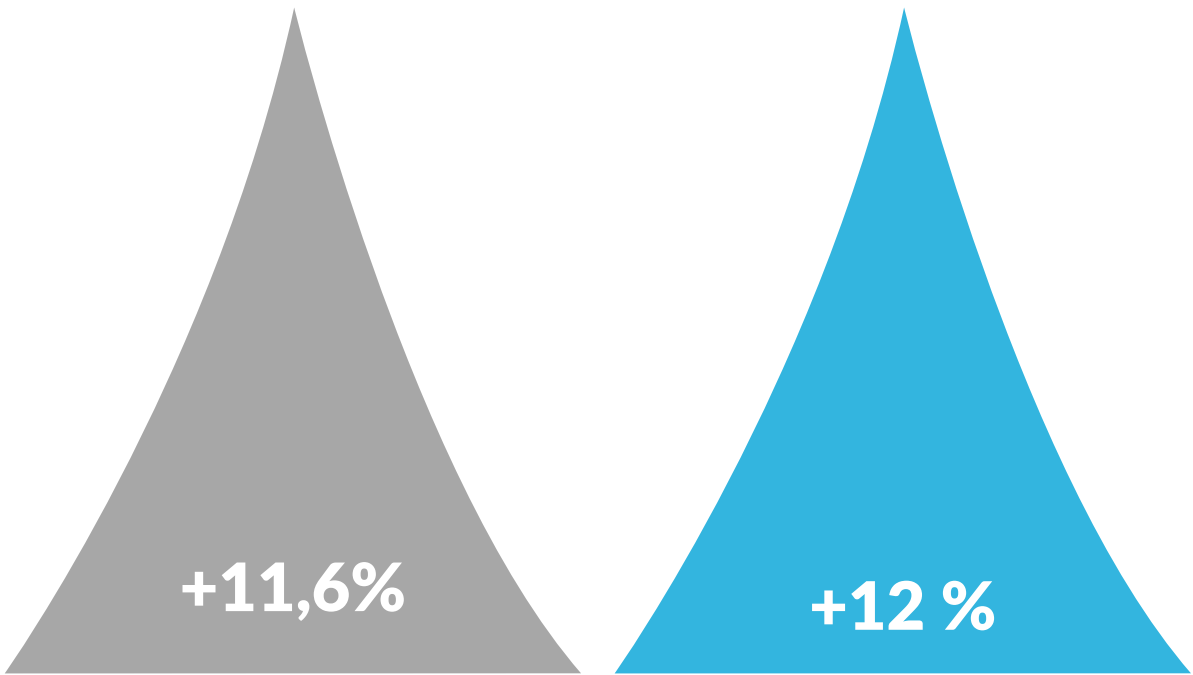
Product Execution - SCRUM



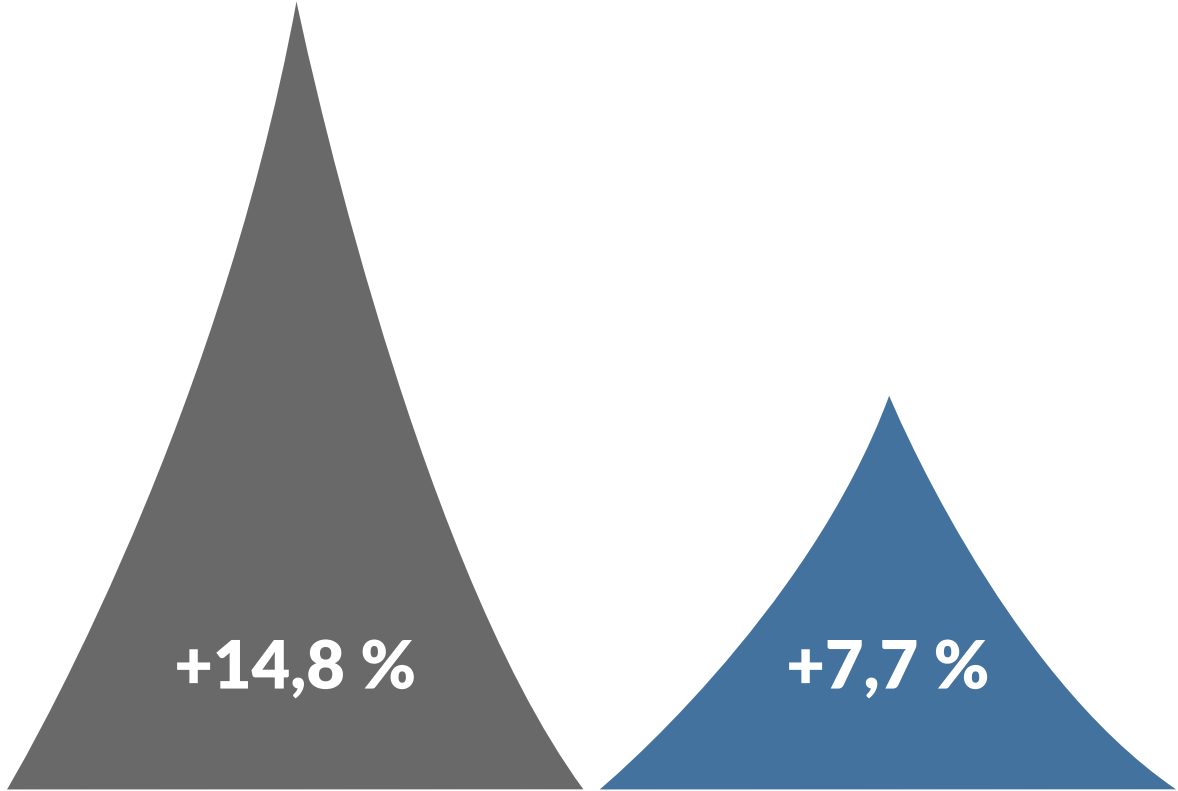
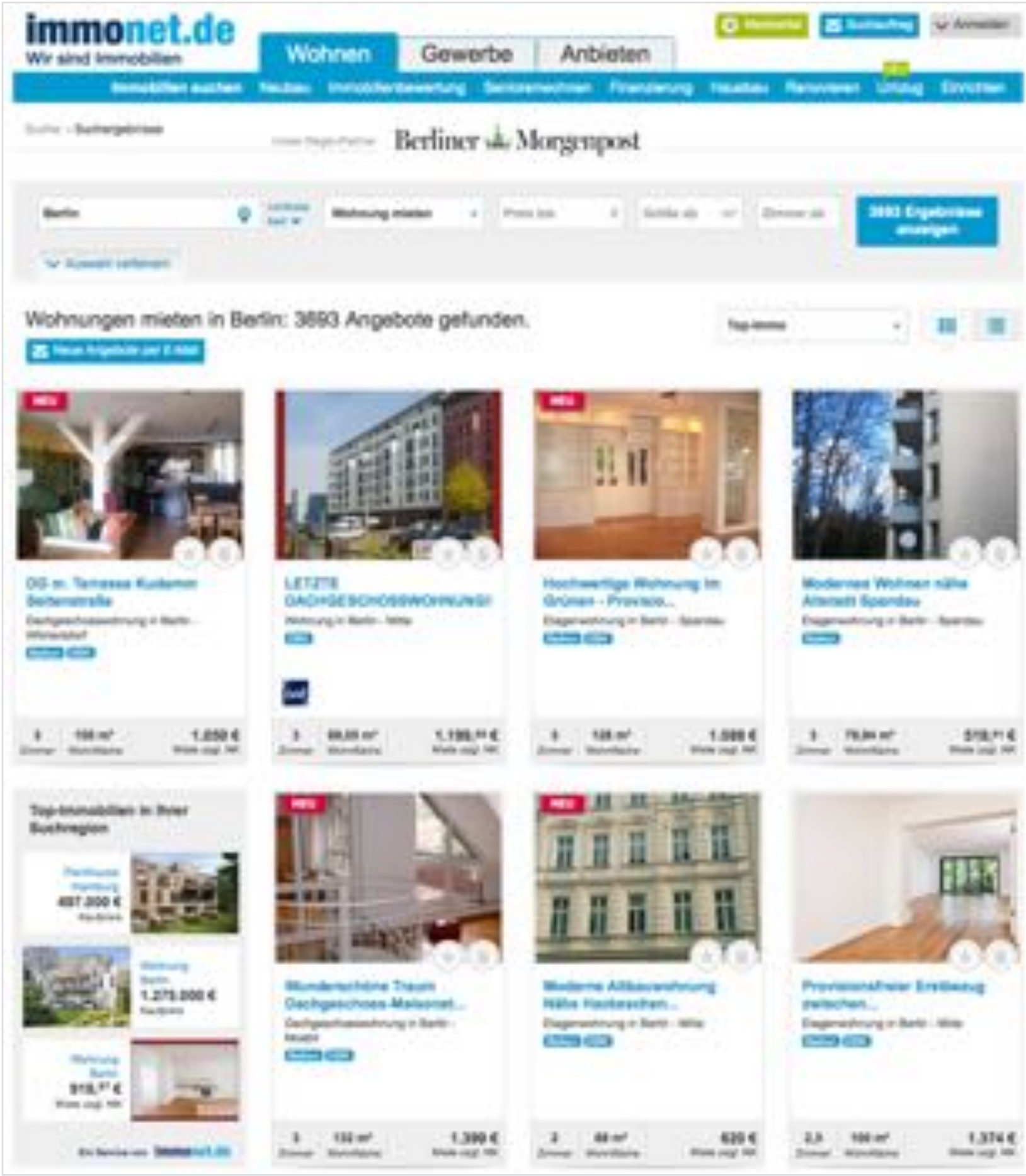
Product Development & Optimization



1st Results - „HULK“



■ Exposé Hits ■ Contact Request p.u.U



■ Search Agents ■ Favorite list

„THOR“

THE NEW PROPERTY DETAIL PAGE

Well structured, intuitive and
conversion driven.

Sticky Header contains key facts
and triggers the customer to
contact the broker.

Focus on relevant
facts, pictures and
location

Clear conversion driven
contact formular

Increase brokers brand awareness
by displaying agents profile

Recommend similar properties,
based on different user data
and interactions.

New Structure

Sticky Header

Contact Formular

Agent Integration

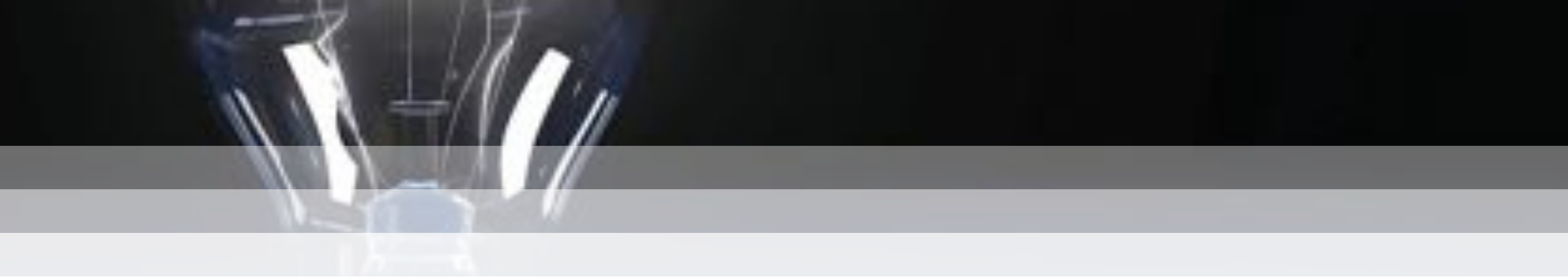
Recommendation



Development Teams

+ Scrum Master
+ User Experience

						
Product Management	PO	PO	PO	PO	PO	PO
Software Development	FE BE	FE BE	FE BE	FE BE	FE BE	iOS 
Quality Assurance	QS	QS	QS	QS	QS	QS



Minds are like parachutes; they work best when open.

- Thomas Dewar -



Customer Workshops



Immosplash
&
Creative Time



Evaluate Ideas and bring
them live!