Case study

How Ohne Makler increased **session conversions** by **8%** using data-driven location intelligence

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1. Starting point: The ohne-makler.net portal aimed to become more attractive to home seekers. Goal: **More successful searches, higher user satisfaction.**

Ohne Makler focused on **real estate listings**, whose **informational content** and **attractiveness** should be increased. A second goal was to ensure **comparable quality** of listings across the platform.

Ohne Makler

With over **2 million visits per month** and **7,000 active listings in Germany alone**, Ohne Makler is one of the most important players in the portal market in **Germany, Austria and the Czech Republic**. The company is currently expanding into **Slovakia** and plans to cover **Poland** as a next step.

The vision: To enable all people to **take the rental or sale of their property into their own hands.** To do this, Ohne Makler is **digitizing** and **simplifying** the entire real estate marketing process.

The goal of Hendrik Richter, founder and managing director of Ohne Makler, was clearly defined:

*“More home seekers should **successfully find a suitable property** and return as enthusiastic customers and future advertisers.”*

He set three strategic KPIs:

1. **Higher conversion per session:** More people should be able to find a suitable property in any session.

2. **Increased engagement & time on site:** Users should understand property details more easily, sending contact requests only for the truly suitable properties.

3. **Long-term satisfaction & likelihood of return:** Users should perceive Ohne Makler as a premium platform that provides them with the best possible support in their search.

The central question became:

What information, not included in the property listing, do prospective buyers need to make better decisions? What data is necessary for them to feel truly confident in their decision?

Lack of knowledge about **neighborhood** and **micro-location** is a common concern of home-seekers. This led to the idea of using **Location Intelligence** to answer precisely these questions better.

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2. Shared ideation: What do home seekers really need?

In a joint ideation process with the Ohne Makler and GeoSci product and engineering team, the following was initially defined:

> *What location information truly helps people make a real estate decision?*

Based on interviews with home seekers and buyers, a survey, and with the help of market reports, we identified key decision-making dimensions of the searchers at ohne-makler.net:

- **Public transport connections**: How easily accessible is the location by bus or train? Do I need a car here?
- **Healthcare**: Is there access to doctors, pharmacies, or hospitals?
- **Shopping facilities**: Supermarkets? Accessibility of shops for daily needs?
- **Proximity to nature & green spaces**: Are parks, forests, or bodies of water easily accessible?
- **Child-friendliness**: Is this the right environment for a family with children?
- **Culture**: What is the variety of local theaters, museums or concerts?
- **Sports**: How are the possibilities to do different sports in the neighborhood?
- **Cultural offerings**: How accessible are theaters, museums, or concerts?
- **Nightlife**: Can I go out here? Have a party?

The goal was to **show home seekers at a glance** whether a location, and therefore the property, suits their lifestyle. With up-to-date, explainable, and credible facts about the micro-location.

Since this was a completely new feature, the effect of the data should be clearly measurable.

The result of the process was a UI component where the ratings were only partially visible on page load. To see all assessments, a click on "Show more" was necessary. This allowed the effect of the location analysis to be clearly measured.

Visible:

Lage-Check

Einkaufen ●●●●○

ÖPNV ●●●●○

Sport ●●●●○

Kinderfreundlich ●●●●○

Mehr anzeigen

Expanded:

Lage-Check

Einkaufen ●●●●○

ÖPNV ●●●●○

Sport ●●●●○

Kinderfreundlich ●●●●○

Gesundheit ●●●●○

Gastronomie ●●●●○

Natur ●●●○○

Kultur ●●●○○

Nachtleben ●●●○○

3. Pilot: Qualitative & quantitative evaluation

The introduction was designed as a **pilot phase with clear impact measurement**.

Qualitative Evaluation

- Interviews with apartment seekers: Are the ratings **helpful** and **relevant** to the decision-making process?

- Conversations with owners: Is there **criticism**, for example, if ratings are **below average**?

Findings:

- Searchers rated the location information as **helpful**:
    - The insights help answer the question, “Should I take a closer look at this property?”
    - O-Ton: “Perfect, everything's correct. I'll need this when I next look for an apartment!
- Provider **accepted** also **less positive Reviews**:
    - GeoSci is perceived as a credible evaluator, also thanks to the publicly available data of the Lagechecks, making ratings easy for everyone to test and understand.
    - Vendors appreciate the possibility of fewer inquiries from unsuitable prospects and thus the time saved.
    - Quote: “If the assessment is right, even a not-so-good rating is okay.”
- Suggestions for improvement:
    - Both providers and those seeking services desired better explanations of the ratings.
    - A personal fit assessment was also requested: “How well does this location suit my needs?”

The conclusion:

Transparency was not perceived as a risk, but as a **sign of quality**. Ratings help both sellers and buyers.

We have incorporated the suggestions for improvement into the joint **Product roadmap** and will address them in **Q2 & Q3 2026**.

4. Quantitative Results

4.1 Engagement & User Satisfaction

The pilot ran over **4 weeks**. **783,110 listing visitors** were counted during this time. The experiment was set up as an **A/B Test** in which 50% of users saw the new component, and 50% did not. Due to the high number of visitors, all results were statistically significant.

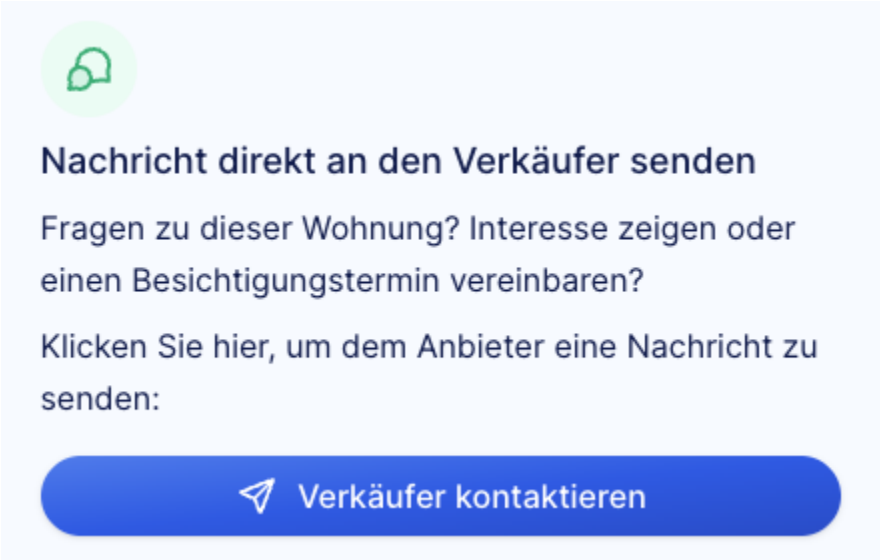
Result (Listing with location check):

- Users **interacted more intensively** with the content, e.g., they clicked on further links.
- A sample survey showed **78% of users were more satisfied** with the listings (16% no difference, 6% deterioration).

→ **Relevance generates engagement**.

4.2 Conversion Impact Depends on Location Quality

In the pilot, we focused particularly on **conversions**, defined as home seekers who clicked on the "**Make Contact**" button ("Verkäufer kontaktieren").



Our hypothesis: City, suburban area, and rural area would influence home seekers' responses to location information. The "buy" and "rent" segments would also react differently.

GPT-4 was used for a (rough) classification by area type, based on the property address and (if available) the location description.

This hypothesis turned out to be true:

Significantly below average Reviews (less than 2 out of 5 points on average in the ratings):

	Urban (311)	Commuter Belt / Suburban (266)	Rural / Small Town (380)	In total (957)
Buy	-3.1%	-6.4%	-2.7%	- 3.3%
Rent	-1.2%	-2.2%	-1.1%	- 1.4%

Significantly above-average ratings (more than 3.5 out of 5 points in the average ratings):

	Urban (788)	Commuter Belt / Suburban (544)	Rural / Small Town (212)	In total (1544)
Buy	+2.2%	+4.8%	+7.1%	+3.8%
Rent	+0.7%	+3.0%	+1.2%	+1.2%

Interpretation:

- Generally **higher impact** in the segment **Buy**, because the decision is more serious there and buyers have more choices
- **Lower impact in urban areas**, since basic needs are usually met from the perspective of home seekers (even with below-average ratings)

- **Significant changes in commuter belt areas**, where searchers often know the neighborhood less well and place greater emphasis on location ratings
- **Little change** in the **rental segment** in **rural areas**. Tenants often have few options or are aware of locations with fewer benefits.
- **Significant change** for the Buy segment in **rural areas**, especially with good reviews: “Hidden gems” become visible.

4.3 Conversions per Session:

To evaluate whether location insights help home seekers find a suitable property faster, we measured **conversion per session**, defined as the share of sessions in which a user clicked the *“Contact seller”* button.

We ran an additional **A/B test with 200,000 users over one week**, in which half of the users saw location insights for each listing and half did not. Both groups saw the same listings, differing only in the presence of the location insights module.

Result: Contact requests per session increased significantly when location insights were shown.

+8% higher conversion per session

More users successfully found a suitable property per search.

The result: Ohne Makler has been a satisfied GeoSci customer for over two years. The results of this pilot project have been confirmed in random sample tests, and the Ohne Makler team is very satisfied with the partnership.

Hendrik Richter:

I'm very pleased that the pilot results confirmed our hypothesis. Even in tight real estate markets, the right location remains a crucial factor. Ohne Makler users appreciate our location check and find the right property more easily thanks to the GeoSci neighborhood analysis. A big success!

5. Strategic development of the partnership

As a result, the collaboration did not end with this pilot project and the subsequent integration.

Ohne-Makler will further invest in strategic projects related to **personalization** of property listings, **explainability** of evaluations and **accurate** search.

Hendrik Richter:

In the age of AI, real estate portals need to do more than simply present property listings. Personalization and relevant results are a strategically important issue for us. Location remains central, and we will continue and expand our successful partnership with GeoSci.

5.1 Personalized search with Matchscore

- Users define what is important to them, e.g.: *3 rooms, quiet and child-friendly*
- Each property receives a personalized score that assesses how well a property and neighborhood fit in.
- Results are sorted by score (not filtered) and scores are explained in detail.

5.2 Intelligent Presentations

- Integration of relevant POIs (Points of Interest)
- Display of distances and walking/driving times to the most important points of interest
- Target group fit per property (e.g. for university students)
- Personalized location descriptions
- Personalized ratings

5.3 Visual Enhancements

- Display of relevant POIs on the map
- Integration of heatmaps as a layer

This joint roadmap demonstrates:

Ohne-Makler sees location intelligence not as a feature, but as a strategic differentiation factor.

GeoSci is the **exclusive partner** for location insights and the cooperation is set up for the **long term**.

We believe in a future where tenants and buyers make decisions about the property and neighborhood with **full confidence in their choice**. Residential areas are **explained transparently** and the ratings are based on the **individual needs** of the home seeker.