

Vivanuncios Grew Organic Blog Traffic 1,246% with Altura Interactive

CASE STUDY



“We have an excellent partnership with Altura. They understand our business objectives and traffic goals, and they deliver timely, relevant content that connects with our target audience.”



MARIANO BALCARCE,
Head of Growth, eBay | Co-founder, Vivanuncios



Vivanuncios is an eBay classified group and the largest classified website in Mexico.

Founded in 2006, it has since become the go-to destination for Mexicans looking for local deals, especially in real estate.

CHALLENGES

Finding a reliable SEO and content-creation partner to help...

- Gain insight into customers and competitors in Mexican markets
- Spearhead blog content and special projects targeting key Mexican markets
- Perform link building to drive traffic to content

SOLUTION

- Full audit to understand Vivanuncios' business, customers, and competitors
- Strategic link building with some of the largest media groups in Mexico
- Content creation for special projects (mortgage guides, etc.)
- Ongoing blog content to maintain market relevance
- Responsive support from a fully bilingual and multi-faceted team

RESULTS

- 1,246% increase in organic traffic to Vivanuncios' blog
- 2,000+ unique visits per day to mortgage guide
- Partnerships with some of Mexico's largest media groups

Challenges

RECLAIMING COMPETITIVE GROUND IN MEXICAN MARKETS

When eBay approached Altura Interactive in 2017, they needed to understand why their classified group in Mexico, Vivanuncios, was losing competitive ground in local markets.

They reached out to Altura because, as Mariano Balcarce, Head of Growth for Emerging Markets at eBay and one of the co-founders of Vivanuncios, explains:

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“Word of mouth led our product manager at the time to Altura. Every industry leader said the same thing: Altura is the best option for Latin-American content.”

Altura conducted a full audit of Vivanuncios' website and existing content. The audit quickly revealed areas of improvement that would help Vivanuncios improve its rankings. These included SEO, content creation, and link building opportunities.

Altura also conducted thorough customer and competitor research on behalf of Vivanuncios. Through this, they uncovered a hunger for honest, up-to-date information pertaining to Mexico's real estate market.

Altura's insight gave Vivanuncios a clear and actionable path forward. Mariano and his team began focusing on Vivanuncios' strengths—turning the website from a classifieds horizontal into a real estate leader in Mexico.

At the same time, they asked Altura to start creating content and building links that would help them dominate Mexico’s real estate vertical.

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Solution

A DIGITAL MARKETING AGENCY THAT UNDERSTANDS HISPANIC MARKETS

Altura was tasked with helping Vivanuncios create content that would attract customers and fill in knowledge gaps.

So the first thing they started creating was a mortgage guide. Their research revealed that the market lacked a definitive guide on mortgage loans—the content that did exist was null, incomplete, out-of-date, and confusing.

The guide was an opportunity for Vivanuncios to establish itself as an authority in Mexico’s real estate industry.

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“Altura created a comprehensive mortgage guide that answered the top 160+ questions a person asks Google before buying a home. The guide was a success—a complete success,” Mariano says.

The mortgage guide was a runaway success. It immediately began attracting organic links, climbing through the rankings, and attracting more visitors to Vivanuncios' website.

With this first success, eBay's faith in Altura was bolstered.

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“We were extremely happy, so we assigned Altura more work. They suggested ways to improve our titles and descriptions. Now, they handle a lot of our content. They regularly work on our blog and create consumer-facing pieces for us,” Mariano explains.

Altura was soon creating the bulk of Vivanuncios' blog content and special projects. As they built up the website's backlog of high-quality content, visitors counts continued to increase. Daily organic visits doubled—and then tripled.

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“Altura doesn't just make great content. They also help with SEO, link building, and brand awareness. We touch base with them every week and they're always working on something new,” he adds.

More importantly, the optimized content was appealing to more of the readers Vivanuncios wanted to attract. Real estate agents were now making regular stops on the completely rebranded and real estate-focused website.

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“Vivanuncios successfully pivoted from a classifieds website to one entirely focused on real estate. Altura helped us create content both for consumers and real estate agents,” Mariano says.

The constant influx of fresh, up-to-date guides and blog content now ensures that Vivanuncios' stays relevant in search for target keywords, week after week.

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“Altura’s team is extremely knowledgeable and prepared. Everything they produce is well-thought out and rooted in market analysis. Their team is comprised of creators, researchers, economists and even a lawyer, all of whom understand Spanish-speaking markets. That’s one of the things I love about Altura,” he says.

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Results

1,246% INCREASE TO ORGANIC BLOG TRAFFIC

Since Altura began working with eBay and Vivanuncio, blog traffic exploded. In two years, it grew from 7,808 monthly visits to 105,092 monthly visits—a 1,246% increase.

The fresh content attracted the attention of some Mexico’s largest media groups. Vivanuncios now publishes articles on popular newspapers and news sites, including Milenio, El Financiero, Dinero en Imagen and Nación321.

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“We’re providing content to a few major newspapers, and that content is provided to us by Altura. We’re extremely happy with the content they create,” Mariano explains.

Meanwhile, the mortgage guide—the first asset Altura created for Vivanuncios—continues to pull in new leads. According to Mariano, the guide receives an average of 2,000+ views each and every day.

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“The amount of traffic we receive from the mortgage guide continues to exceed expectations,” he says.

Vivanuncios has now successfully rebranded itself as Mexico’s go-to classified website for all matters related to real estate buying, selling, and renting. With Altura’s help, it continues to rank for its target keywords and maintain its reputation as one of the top real estate classifieds in Mexico.

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