

MagicBricks.com Tops Property Portals on Unique Visitors - comScore

MagicBricks.com, India's No.1 Property Portal from the Times Group, has consolidated its leadership position in the online real estate space by recording the maximum number of Unique Visitors to its website, as adjudged by comScore, the global leader in measuring the digital world and preferred source of digital marketing intelligence.

Noida (UP), NCR - 201301, November 26, 2009 /[India PRwire](#)/ -- MagicBricks.com, India's No.1 Property Portal from the Times Group, has consolidated its leadership position in the online real estate space by recording the maximum number of Unique Visitors to its website, as adjudged by comScore, the global leader in measuring the digital world and preferred source of digital marketing intelligence.

In its effort to provide the best response to its customers, MagicBricks.com has consistently improved on attracting unique visitors to its website over the last 3 months. As per comScore, MagicBricks.com attracts 9% more unique visitors compared to its nearest competitor and is way ahead of the website that has slipped to third position with 125% more unique visitors than them.

Unique visitors is a statistic describing traffic to a Web site, counting each visitor only once in the time-frame of the report. This statistic is relevant as a measure of a site's true audience size. This is one of the most important metrics for a property portal, given that property is a once in a lifetime purchase for most end users.

Commenting on this impartial, third party report, **Mr. R. Sundar, CEO, Times Business Solutions Limited** stated, *"Within three months of its launch, MagicBricks.com achieved the status of being the No.1 property portal in India. With its revolutionary next-gen services customized specifically to address the real estate industry it has consolidated its position as the leader in the sector, as endorsed by comScore."*

"Our innovations are geared towards delivering assured responses to all our users' property needs and providing them with exposure and leads across India and globally." added **Mr. Ramathreya Krishnamurthi, Business Head, MagicBricks.com**, *"Our ability to attract and magnetize property seekers is unequalled, making MagicBricks.com the port-of-first call, for anyone wanting to buy, sell or rent property in India. We are very pleased that comScore has once again validated MagicBricks.com's leadership position in the property space."*

In addition, overall response from MagicBricks.com has gone up by 50 % and MagicBricks.com has retained leadership position in other important metrics such as Total Page Views (56% more than nearest competitor) and Time spent by customers (90% more than nearest competitor) on the site.

MagicBricks.com, also reaches out to 9% more users than its closest competitor and 125% more people than the current No.3.

These metrics are historic in nature, and are a reflection of the popularity, user-friendliness, transparency and depth that MagicBricks.com has brought to the property space.

MagicBricks.com offers pan-India coverage of over 800,000 listings, showcasing the Indian real-estate market. MagicBricks.com currently records over 10 million page-views per month, and comes packed with a host of tools, never witnessed before by Real-Estate Industry including Location Map Service, Email Alerts, Exclusive developer Micro-Sites, Virtual Walkthroughs, Rent Zone, etc.

MagicBricks.com observed that the majority of people, in this business, did not access the internet on a daily basis, but conducted their business over mobile phones. Thus the most valued services pioneered by MagicBricks.com, which further advanced its leadership, were the Mobile & Internet convergence services, with the launch of 'MagicSMS', 'Click to Call', 'Property Leads on SMS' and 'MagicBricks Mobile',.

Through the 'Magic SMS' service, users can send free SMS through the website to sellers for properties and buyers for requirements that interest them and with "Click to Call" users can call sellers for free through the site. MagicBricks.com also provides developers and real estate agents - 'Property Leads on SMS' - a premium service that offers instant SMS updates of new properties listed as per the subscriber's requirements.

Not one to rest on its achievements, MagicBricks.com launched, India's first Mobile Property Portal - 'MagicBricks Mobile'. This application enables users to search for properties by type, budget and city on their GPRS enabled cell-phone. Users can instantly contact the concerned person by sms or phone call and the application stores the history of the contacts they have made in past sessions, for easy recall and follow-up.

Brix Research is MagicBricks.com's Research and Analysis wing that constantly monitors the property and real-estate market in the country, providing insights, impact assessment reports, official forms, legal & taxation expertise and realty rates to MagicBricks.com users.

With such offerings, it is evident MagicBricks.com retains its leadership position with over 6 lakh registered users, including over 65,000 real estate agents and more than 13,000 builders having their presence on the site.

MagicBricks.com also conducts Property Fairs, branded as "MagicBricks.com Property Bazaars", which serve as a one-stop-shop for property-seekers to interact face-to-face with developers, agents and housing financing institutions, all at a single venue. MagicBricks.com Property Fairs are conducted in 4 different formats, Locality-Centric (e.g. Property Fair in Bangalore for properties in that city), Income-Centric (e.g. Luxury Properties for HNIs - by invitation only), Regional Showcase (e.g. Goa properties fair in Delhi), and International Fairs (e.g. Indian Properties showcased to NRIs and PIOs in Singapore, Dubai, Kuwait & London). So far, MagicBricks.com has conducted over 70 domestic and 10 international property fairs.

For more information, please contact:

Aseem Seth

Head - Public Relations

(L) +91 99102 73367

[Browse all Times Business Solutions press releases »](#)

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.