



Results snapshot:

- 90,000+ local impressions in one month
- Dozens of homeowner leads
- Multiple contracts signed
- Trusted local presence
- Expansion to 9+ cities

Service:

- Sponsorship links for local businesses

Client: Opendoor

Industry: Real estate

Size: 14+ markets across the United States

Location: San Francisco, CA

The Opendoor logo, featuring the word "Opendoor" in a bold, blue, sans-serif font.

Opendoor captures 90,000 impressions and signs contracts with community events

The challenge

In 2018, Opendoor was expanding rapidly into new U.S. markets. Paid channels, such as online ads, radio, and direct mail, gave them national visibility, but not local credibility.

Real estate decisions happen at the neighborhood level, and without in-person trust, Opendoor risked slower adoption and weaker lead conversion.

“

We made offers on dozens of customers' homes, many of which have since converted to contracts. I was deeply pleased with the events ZipSprout procured for us.



Owen Boochever
Head of Growth, Opendoor

Our solution

We sourced and secured local community event sponsorships to build homeowner trust and visibility in new markets.

Roadblocks

- The summer heat in Raleigh limited the number of viable outdoor events. We expanded our search to family-friendly gatherings with proven turnout to ensure strong attendance.
- Many community events attracted low foot traffic or didn't align with Opendoor's homeowner audience. We vetted more opportunities than usual and prioritized those that reached qualified residents.