

Case Study

# Automatically Generated Descriptive Texts in Real Time - Based on Individual User Input

Top quality

**2 out of 3 texts are  
adopted unchanged**

**Text proposals for tailor-made and consistent exposés - individually suitable to the respective property**



## The challenge

ImmoScout24 is one of the best known and most frequently visited websites in Germany. The portal only became the market leader in real estate platforms by consistently providing its visitors with the best user experience.

The wholly positive user experience is due in part to the real estate listings on the subpages of the website. The texts describing apartments and houses are important to two groups of users. Potential tenants and buyers get a vivid description of the property, and the listing also gives them an idea of how professional the provider is.

Landlords and sellers are able to use these texts to present their listings and to set themselves apart from competing listings by phrasing the descriptions in a certain way. Tailoring the listings to the right target group proved to be a challenge for some providers during the process of drafting their listings.

ImmoScout24 analyzed this step of the process and determined that a higher-than-average number of users abandoned their listings at this point; the company then set itself the goal of making this step easier for users.

## The solution

Together with Retresco, ImmoScout24 developed a solution that generates text suggestions for an individual exposé in real time from the user's input data. To create the listings, the solution draws on information that the user enters into an online form during registration: the number of rooms, square footage, features, location, and much more.

From this data, text suggestions for the description of the property are generated in real time, which users can then adapt according to their wishes. The users of ImmoScout24 have embraced this free additional service.

**The result: The attractiveness and quality of the exposés have been significantly increased for the searchers. At the same time, there are significantly fewer cancellations during the creation of the property exposés. 2 out of 3 users accept the automatically generated text suggestions unchanged.**

„We are very satisfied with the performance of Retresco's solution. The high degree of automation and the creation of individual description texts in real time helps us a lot. Last but not least, we benefit from a convincing user experience, text quality and a high output.“



**Christoph Barniske**  
Director of Product Development  
ImmoScout24



„Automatic text generation helps sellers to showcase their properties. The feature has become an important tool in building connections with customers, and it has given us a real edge over our competition for the position of market leader.“



**Torben Otto**  
Teamlead Marketing  
ImmoScout24



**ImmoScout24 creates a variety of different text proposals for individual exposés every day.**

With the Retresco solution, users can easily and effectively generate customised description texts.



## AI-based Content Automation.

**Retresco is one of the market leaders in automated analysis and generation of content.**

textengine.io transforms structured data into high-reach texts in the shortest possible time. The software supports you 360 degrees in efficient content generation: with features for creative and unique output, linguistic analysis and automatic translation into all relevant European languages.

An interdisciplinary team of computer linguists, software developers and data analysts worked together with ImmoScout24 to define needs and goals in order to develop a customised solution based on them.

Retresco solutions are already used in many different areas: To generate product descriptions for e-commerce, financial reports for finance and banking or automated reporting in real time in the media industry.



Get in touch today for a **free demo!**

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