

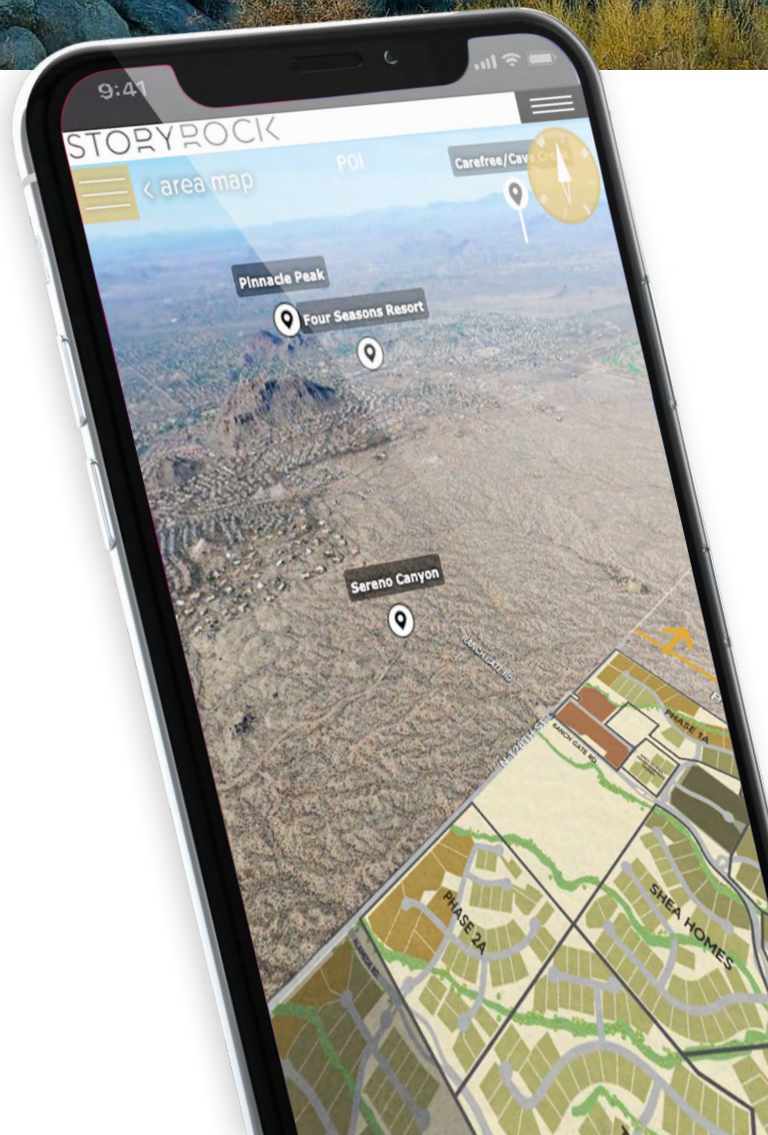
SIEB

XP360 technology from AerialSphere was the perfect tool to give potential homebuyers an **informative and engaging location experience.**

The Sieb Organization is a Phoenix-based global marketing firm that specializes in providing branding, marketing and lead generation for planned communities. Storyrock is a new master-planned community in Northeast Scottsdale. Situated on 462 acres, up to 443 homes will be developed on homesites intentionally designed to minimize impact to the land.

The Challenge

Digital transformation is pushing the boundaries of marketing. To stay competitive, companies need to leverage digital tools that are more exciting, engaging and informative than the status quo. Cutting-edge marketing firms such as Sieb are always looking for the newest technologies to gain visibility and traction for their clients. Both Sieb and Storyrock knew that the development location was considered to be on the outer edges of Scottsdale, so they needed a visual tool to show proximity to amenities and services as well as showcase the incredible views, quality topography and crystal-clear air of the unique location.





The Solution

Sieb had been made aware of XP360 from AerialSphere and believed this technology would be a great fit for the Storyrock website. Sieb wanted something more immersive than traditional aerial imagery to effectively convey project location and proximity to points of interest.

Storyrock is confident their target buyers are open to a new technology and a fresher, more engaging experience. Visitors to Storyrock's website enjoy a unique 360-degree experience of the development, allowing them to zoom, pan and tilt to gain perspectives not otherwise available. Storyrock's XP360 experience currently averages a 10-minute visitation time onsite.

"The XP360 technology from AerialSphere is a great fit when it comes to providing an informative and engaging aerial experience to your customer. The tool is fun—easy to use! And it was a seamless experience working with this team of pros."

—**Claudia Sieb**, *Principal, The Sieb Organization*



See XP360 in action at aerialsphere.com/real-estate/