

# Redefining Potential, Together

## *The Challenge*

The property marketing landscape is shifting rapidly — fewer signals, unpredictable buyer journeys, and growing pressure to deliver commercial results while addressing sustainability and technological change. Space & Time needed to help housebuilders and developers navigate a volatile market: improving ROI visibility at scheme level, embracing AI and predictive analytics, and integrating sustainability into both strategy and storytelling — all while maintaining strong client partnerships and talent development in an era of industry disruption.

## *Our Strategy*

We doubled down on technology-enabled growth marketing. Using our proprietary Ignition platform, we unified fragmented data, enabled predictive media modelling, and created the New Homes Index — a national benchmark for property marketing performance. We launched AI-readiness audits and Generative Engine Optimisation (GEO) to prepare clients for AI-driven search and content. Alongside, we invested in sustainability insight and thought leadership, and enhanced talent capabilities through new competencies, management training, and an AI Knowledge Hub.

## *The results that wow-ed*

**Avant Homes achieved its best-ever campaign: enquiries +30% YoY, media spend -37%, and cost per reservation -56%, outperforming market sales by 9%.**

**Client satisfaction hit record highs — Drum Recommends 9.9/10 for Client Service, with 90% of clients under contract and group gross profit up 9% YoY.**

**Data-driven performance scaled — Ignition now powers live benchmarking, predictive reservations, and chatbot reporting, cutting reporting time and enabling same-day optimisation.**

**Sustainability leadership expanded — our whitepapers and research guided developers on credible low-carbon messaging, while our own B-Corp roadmap, carbon offsetting, and EPC improvements advanced operational sustainability.**

Space & Time has redefined what it means to be the UK's leading property media and MarTech agency. We've delivered category-first data products like Ignition and the New Homes Index, prepared brands for an AI-driven future, and turned sustainability from a buzzword into a strategic advantage. For clients, this means smarter campaigns, faster decision-making, and measurable growth. For the sector, it's a blueprint for sustainable, technology-led marketing. For our people, it's a culture of innovation and resilience. We haven't just adapted to industry change — we've turned it into opportunity.

