Avito Real Estate & MGI launch of reviews feature

From "Panelki" to "Our Walls"
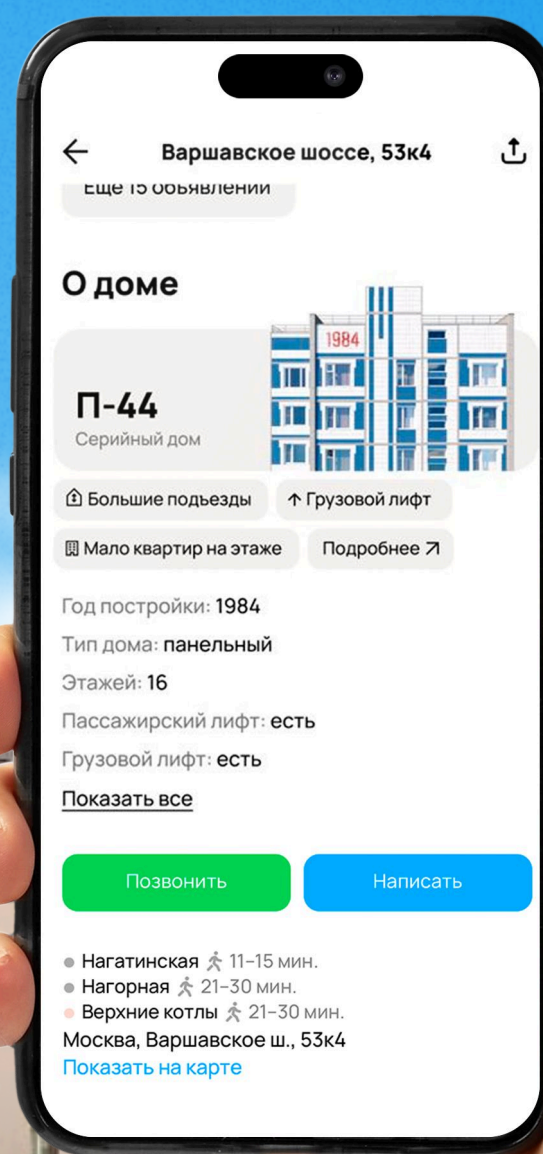
Родные стены

Market Context

The real estate market lacks transparency and user-generated insights. Most buyers have no idea what living conditions are really like in a specific building. Meanwhile, mass-market housing remains undervalued, surrounded by outdated stereotypes.

Objective

- Support the launch of user reviews for residential buildings
- Increase user trust in Avito Real Estate
- Make the homebuying process more informed and thoughtful

Idea

Create an integrated cultural and product-driven project — "Our Walls", a guide to the most common housing series in Moscow. Together with Moscow Through the Eyes of an Engineer, we researched 20 building types — exploring their design, architecture, planning logic, pros and cons.

The insights were packaged into interactive series cards, built directly into the platform UI — right next to listings. To drive engagement, we launched a user storytelling contest about life in typical buildings. Winners received guided city tours and exclusive lectures.

Results

- 100M+ impressions on the platform
- 150K+ project page visits
- Series cards became a permanent feature on Avito Real Estate

+126%
Listing views (with reviews)

+10%
Conversion to seller contact

Варшавское шоссе, 53к4

Еще 15 объявлений

О доме

П-44
Серийный дом

1984

- Большие подъезды
- Грузовой лифт
- Мало квартир на этаже
- Подробнее ↗

Год постройки: 1984
Тип дома: панельный
Этажей: 16
Пассажирский лифт: есть
Грузовой лифт: есть

Показать все

Позвонить   Написать

- Нагатинская 🚶 11–15 мин.
- Нагорная 🚶 21–30 мин.
- Верхние котлы 🚶 21–30 мин.

Москва, Варшавское ш., 53к4
Показать на карте

Avito | Москва Глазами Инженера