

# Summary

Zillow, Inc. challenged express and implied claims made by CoStar Group, Inc. for its Apartments.com website network. The challenged claims related to popularity, conversion, website prevalence, and website/service features that appeared on videos and through direct mail solicitations. NAD found that ‘most popular’ claims send a powerful message that the brand is preferred over all others and weigh heavily in consumer buying decisions. Evidence supporting a website popularity claim should match the message that consumers take away from such a claim.

The National Advertising Division recommended that CoStar modify its advertising to clearly and conspicuously disclose that the “The Most Popular Place to Find a Place”

claims are limited to the rental market. NAD concluded that the data relied on by CoStar to support conversion claims provides information on only a subset of property owners, not the entire rental market and recommended that CoStar discontinue its conversion claims including “The Most Popular Place to Find a Place.” NAD recommended that several website prevalence and website/service features claims be discontinued because the evidence provided did not support the specific claims.

An NARB panel recommended that CoStar discontinue the claim “The Most Popular Place to Find a Place” and that it modify certain advertising to make clear that the advertising is directed only to the rental market.