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Apartments.com

National Advertising Division

NAD Case #7045

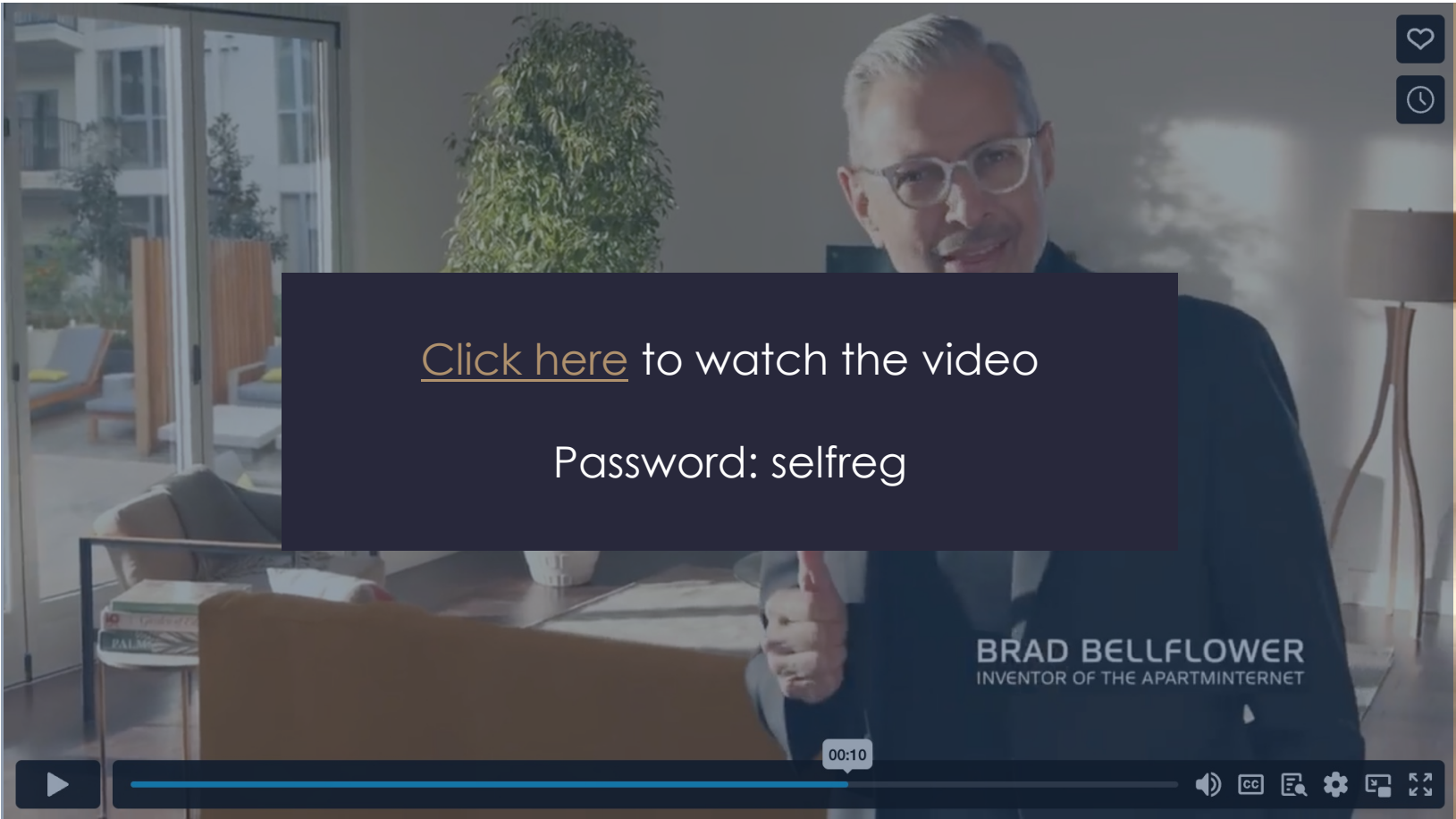
April 2022

National Advertising Review Board

NARB Panel Report #302

July 2022

Relevant Media



The image shows a video player interface. The video content features Brad Bellflower, identified as the 'INVENTOR OF THE APARTMINTERNET', in a modern living room. A dark semi-transparent box is overlaid on the video with the text:
[Click here](#) to watch the video
Password: selfreg
The video player includes a progress bar at the bottom showing 00:10, and standard controls like play, volume, and full screen. In the top right corner of the video frame, there are heart and clock icons.

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. The National Advertising Division (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.

NAD 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.

A National Advertising Review Board (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.