



Klodovik Increases New Project Interest by 31% With Messaging



The Customer

Klodovik is an Italian real estate investment powerhouse specializing in high-growth property acquisition and renovation. To scale, they needed a way to keep global investors at the heart of every project, delivering real-time updates that turned passive stakeholders into active participants.



The Challenge: Breaking Through the Noise

Klodovik faced two interconnected challenges that limited their ability to grow.

- **Invalid contact information:** a significant portion of its database had invalid phone numbers, making it impossible to deliver critical project updates.
- **Information lag:** Even when messages reached investors, the communication channels involved were one directional and slow. Investors needed real-time updates on projects and key milestones to maintain trust and make timely decisions.

These challenges created a gap between Klodovik's ambitions and their ability to execute. They needed to upgrade their communication system to one that was clean and fast.



With the strategy we created with MMDSmart, we managed to get maximum involvement from our investors and get projects done even before the deadlines.

Nikola Stanicic, Co-Founder of Klodovik





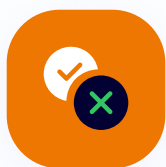
The Solution: A Dual-layered Engagement Strategy

MessageWhiz, powered by MMDSmart, deployed a two-layer omnichannel communication strategy that addressed both problems simultaneously.

The first layer was database verification using the MessageWhiz SMS API. Every new investor contact is now automatically verified at the point of entry, before any message is sent. Invalid numbers are identified and removed immediately, ensuring that Klodovik's database remains accurate and that no outreach budget is wasted on undeliverable messages.

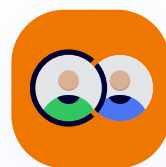
The second layer was investor engagement through WhatsApp Business. Rather than continuing with one-way notifications, Klodovik moved to a two-way conversational channel that investors already use and check regularly.

- Project photos, milestone updates, and new project announcements are delivered directly and instantly. Investors can ask questions and express interest in real time, creating the kind of ongoing dialogue that builds trust and accelerates decision-making.
- The two layers work together: a verified, high-quality database ensures every WhatsApp message reaches a real investor, and the WhatsApp channel ensures those investors stay informed and engaged throughout the life of each project.



100%↓

reduction in messages
sent to invalid numbers.



31%↑

increase in initial interest
for new projects.



About MessageWhiz

MessageWhiz, powered by MMDSmart, is a performance-driven omnichannel messaging platform that helps marketing, CX, operations, and growth teams turn conversations into measurable outcomes. With smart routing and flexible integrations, brands worldwide deliver timely, reliable experiences across SMS, WhatsApp, RCS, Viber, Telegram, email, and voice.