



CASE STUDY

400 Qualified Leads Generated Through a Full-Funnel Digital Strategy

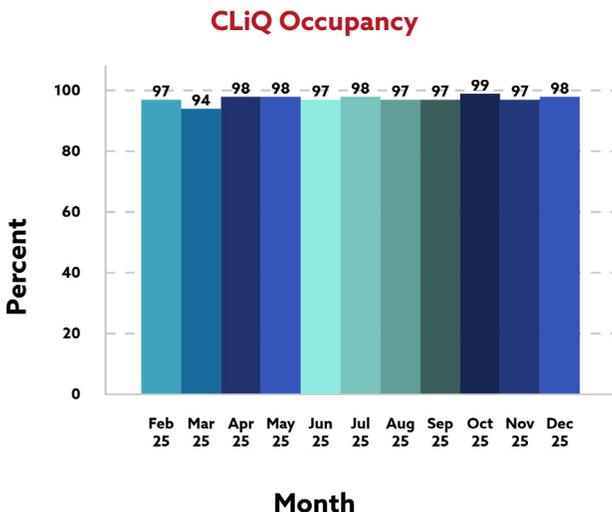
The Results

- **400** Conversion Cloud® Leads
- **90,713** Website Sessions Generated
- **71,752** New Website Visitors

The Solution

Conversion Logix® implemented a comprehensive full-funnel digital strategy designed to capture new demand, re-engage interested prospects, and convert them into residents. By leveraging a strategic mix of high-intent Search advertising, targeted Social advertising, and advanced Retargeting, the campaign maximized visibility across key digital touchpoints.

Through this highly targeted, multi-channel strategy, the campaign generated a **consistent pipeline of high-quality leads**, enabling the community to **maintain an exceptional 94-99% occupancy rate**.



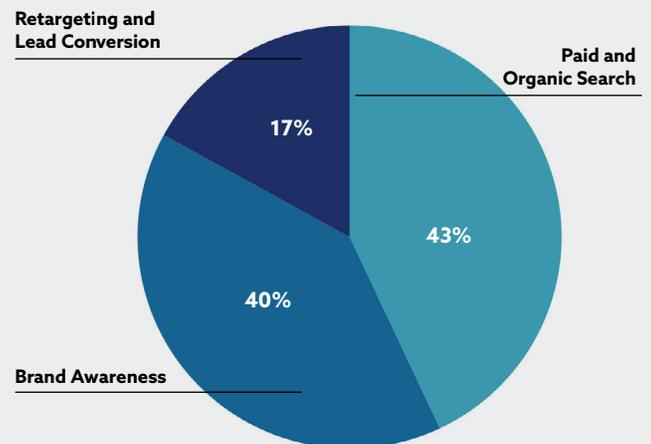
The Situation

The **333-unit community in Rock Hill, South Carolina**, aimed to maintain a consistent leasing pipeline to keep occupancy stabilized in the **upper 90th percentile**. This required a strategy centered on maintaining visibility and engagement with renters actively searching in the market. By prioritizing steady lead flow, the community was positioned to support ongoing leasing activity and long-term stability.

Results Breakdown

The \$5,800 monthly advertising budget was strategically allocated as follows:

- **43% to Paid and Organic Search** (Google Ads, SEO, Performance Max, and Google Business Profile)
- **40% to Brand Awareness** (Demand Gen YouTube, Paid Social, Instagram Stories, and Data-Driven Display)
- **17% to Retargeting and Lead Conversion** (Display Retargeting, Facebook and Instagram Retargeting, and The Conversion Cloud)



The Strategy

Paid Search Strategy

This community's highly targeted and optimized Paid Search strategy outperformed the industry average in two key areas.

The campaign achieved:

- An **11.51% click-through rate (CTR)**, well above the **6.19% industry benchmark**. **272 tours at a \$36 cost per tour** and an **overall cost per lead of \$17**. This is significantly below the typical industry range of **\$40-\$70+ per lead**.

The strategy focused on:

- A **Performance Max campaign** to build awareness among Rock Hill, SC renters across the Google network.
- **Brand and Non-brand keyword campaigns with local targeting** ensured brand-related traffic wasn't lost to competitors.
- **Neighborhood keyword searches within 15-20 mile radius around the property**
- Keyword targeting for apartments in Rock Hill from searchers located within the broader U.S., the Rock Hill DMA, a 20-mile radius of the Rock Hill DMA, and the local Rock Hill area.

*Campaign results represent data from February 01, 2025 - December 31, 2025.

Retargeting Strategy

To re-engage prospects who visited the community's website early in their leasing journey, Conversion Logix deployed retargeting ads across Display, Facebook, and Instagram.

This strategy generated:

- **2.2 million impressions**
- **1,047 conversions**

This multichannel approach enabled the community to stay top of mind throughout their target market's leasing journey.

Lead Generation Strategy

We deployed The Conversion Cloud to engage prospects with prompts such as **"Take a Virtual Tour Now!"** and **"Where Home Feels Special!"** while incorporating the **Income Calculator** to help qualify high-intent renters. This not only improved the website's overall conversion rate but also filled the community's leasing pipeline with **pre-qualified leads**.

Conversion Cloud Lead Attribution

189 Income Calculator Leads

152 Spotlight™ Leads

55 Schedule Genie® Tours

KEY TAKEAWAYS

- 1. Full-Funnel Strategy Sustains Demand:** Maintaining stabilized occupancy requires a consistent flow of high-intent renters entering the leasing funnel. A full-funnel digital strategy helped generate **90,000+ website sessions and 71,000+ new visitors**, ensuring the community maintained strong visibility and demand in the Rock Hill market.
- 2. Conversion Tools Drive Qualified Leads:** Conversion-focused website technology plays a critical role in capturing renter interest at the right moment. **Conversion Cloud® website applications generated 400 qualified leads**, with interactive features like the **Income Calculator and Spotlight** driving the majority of prospect engagement.
- 3. Strategic Budget Allocation Maximizes Performance:** A balanced media mix across search, awareness, and retargeting channels allows communities to attract new prospects while re-engaging renters throughout their decision-making journey, helping sustain **long-term occupancy stability and a healthy leasing pipeline**.



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