

Let's Find Your Marketing Blind Spots



If your reporting only shows the last click, you're missing what actually drives leases. Use this checklist to uncover the gaps between reality and your reporting.

1. Challenge Your Assumptions

Before looking at your data, make a list of marketing assumptions you or your stakeholders hold about what is and isn't working within your marketing strategy.

Ask yourself:

- Which of my campaigns generates the most leads? Which generates the least?
- If I needed to dramatically increase leasing activity within the next 2-3 months, which campaigns would help me get there the fastest?
- If I lost 20% of my budget tomorrow, which campaigns would I keep and which would I cut?

2. Evaluate the Size of Your Gaps

It's nearly impossible to track every renter action that led to a lease, but there are a few indicators that you can use to gauge where you may be missing part of the story.

Check these metrics:

- Pull up your sessions by source data within Google Analytics. How many sessions are coming from "direct", "organic search", and "referral" sources? These popular last-touch sources often mask the effectiveness of other campaigns.
- Are you seeing any YoY lifts in traffic attributed to "direct" or brand-related searches? This could be a sign that your brand awareness campaigns have been effective but aren't being credited.
- How many leads are being reported as "walk-ins" within your CRM?

3. The Invisible Journey

Renter journeys span multiple sessions and platforms. If you only see the last step, you'll end up making decisions in the dark.

Ask these questions to see where you stand:

- Can you identify multiple touchpoints (search, social, display, video) behind a lease?
- Do you know which channels assist conversions vs. which close them?

4. Bring in Market Context

Misaligned market positioning can make or break your marketing success. We've identified a few market indicators that make the biggest difference.

Assess your market position in the following ways:

- Are your starting rents for your lowest-priced units above market or below your comp set?
- What concessions are others in your market currently offering?
- How does your current occupancy compare to your competitors?
- What does your comps' 30 and 60-day exposure look like?

5. Turn Insight Into Action

The fastest way to uncover a blind spot is to challenge your current strategy. Once you've identified where your reporting falls short, you can use those insights to make smarter, more confident decisions.

Revisit your strategy with a new lens and try the following:

- Reallocate budget based on what actually drives leases
- Reinforce channels that influence the full journey, not just the last click
- Adjust your approach to reflect both marketing performance and market conditions

See What You're Missing

Most marketers are making budget decisions based on incomplete data. Conversion Logix helps you connect the full renter journey, uncover hidden performance drivers, and invest with confidence.

Learn more at conversionlogix.com.