

CASE STUDY

Lease-Up Secures 215 Leases in Competitive Austin Market With Diversified Advertising Strategy

The Results

- **215** Leases in 9 Months
- **312** Leads Captured via The Conversion Cloud®
- **126** Unique Callers
- **45,341** Campaign Sessions
- **2,562** Campaign Key Events



The Situation

Austin's multifamily market is one of the most competitive in the nation. With nearly 39,000 units under construction and more than 94,000 delivered since 2020¹, properties are battling oversupply, falling rents, and a surge in concessions.

Faced with softening demand and renter price sensitivity, this luxury lease-up needed a comprehensive marketing strategy that would not only drive immediate traffic but also nurture undecided renters and convert them into signed leases.

The Solution

We designed a full-funnel, multichannel campaign to build awareness, capture leads, and convert prospects across multiple touchpoints. This strategy enabled the community to reach 66% occupancy (215 units leased) within nine months of launch.

The Strategy

We executed a full-funnel strategy that combined Paid Search, Facebook (Meta), Instagram, YouTube, TikTok, Display, and Precision Mobile Targeting (Geo-Fencing) to reach high-intent renters and establish brand awareness for this new property. We deployed multichannel retargeting campaigns to ensure the community stayed top of mind throughout the renter journey and Conversion Cloud® applications to capture lead and tour requests directly from the property's website.



Search Strategy

Paid Search advertising drove the most campaign-related website sessions (12,969). The strategy focused on:



A Performance Max campaign to build awareness among Austin renters across the Google network



A Brand keyword campaign with local targeting ensured brand-related traffic wasn't lost to competitors



Funds were reallocated toward neighborhood keywords with 30-mile radius targeting after analyzing Austin renter behavior



The strategy also included keyword targeting for apartments in Austin from searchers located within the broader U.S., the Austin DMA, a 30-mile radius of the Austin DMA, and the local Austin area.

Display Strategy

Our team designed Display ads that highlighted the community's concession and location in Austin while showcasing a series of compelling property images through a gif format.

These Display ads were launched through our Data-Driven Display network and our geo-fencing strategy, Precision Mobile Targeting (PMT). Through PMT we targeted prospects near competitor locations and employers.

Social & Video Strategy

We ran a robust social and video advertising campaign across the top networks frequented by apartment seekers in the Austin area.

- We produced a 15-second YouTube, TikTok, and Instagram Stories video highlighting the property's new construction and Austin location to build early awareness.
- We developed ad campaigns on Facebook and Instagram that featured three key images of the property and its amenities. These ads were designed to stand out in Austin's concession-heavy market by leading with a strong "8 Weeks Free" offer.

Retargeting Strategy

Our team delivered Retargeting ads across Display, Facebook, Instagram, and YouTube to prospects who had visited the property's site, ensuring the brand stayed top-of-mind among renters in a market saturated with options.

Lead Capture Strategy

To build the community's lead pipeline, we launched two Conversion Cloud® apps on this community's website. Spotlight to promote the concessions and Schedule Genie to convert ready-to-act renters into scheduled tours. As the campaign progressed, the team optimized this approach by testing dollar-value concessions (e.g., "Up to \$7,500 in Free Rent!"), which drove stronger engagement.

284

Prospects Claimed Offers

28

Scheduled Tours

*These campaign and traffic results were based on data from 11/25/24-8/15/25.

Sources:

†Multihousing News

KEY TAKEAWAYS

1. By reallocating search budgets from broad national campaigns to neighborhood and brand-local strategies, we drove more qualified leads and aligned with renter search behavior.
2. In Austin's concession-heavy environment, featuring offers across every channel and reinforcing them with retargeting proved essential.
3. Awareness tactics (YouTube, Social, Display) combined with high-intent channels (Paid Search, The Conversion Cloud®) created a cost-efficient, steady leasing pipeline.

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