



CASE STUDY

North Texas Lease-Up Secures 71 Leases in 6 Months

The Results

- **71** Leases
- **34%** Occupancy Growth (0% → 34%)
- **10,834** Website Sessions
- **539** Key Events

The Situation

Chisholm Trail Apartments was a brand-new 204-unit development entering the Decatur, Texas market.

Decatur's rental landscape is shaped by competition from new and existing multifamily developments and single-family rental options. Located further outside the Fort Worth metro, this market has experienced steady growth, but requires a stronger marketing push to attract renters in Fort Worth and the surrounding market.

When the property partnered with Conversion Logix, it was starting at 0% leased with limited online visibility. To succeed, the community needed a partner who could build brand awareness from scratch, establish search engine visibility, and drive qualified demand.

The Solution

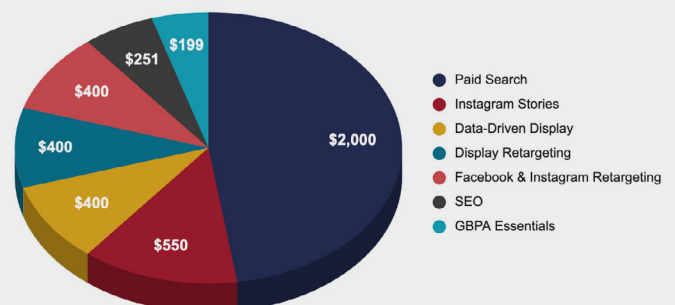
Conversion Logix® developed a **full-funnel, cross-channel digital advertising strategy** designed to:

- **Build brand discovery** across Social and Display networks.
- **Re-engage prospects** who've already interacted with the brand through Retargeting and Search.

Their \$4,200/mo budget was allocated as follows:

- **58%** to Paid + Organic Search (Google Ads, SEO, Google Business Profile Accelerator)
- **23%** to Brand Awareness (Data-Driven Display + Instagram Stories)
- **19%** to Retargeting (Display Retargeting + Facebook & Instagram Retargeting)

Monthly Budget Breakdown



The Strategy

The media mix for this campaign was designed to build brand discovery among in-market renters, keep prior website visitors in the funnel, and ensure the property remained visible in local search results when prospects were ready to take a lead-generating action.

Awareness Strategy

To build demand for this lease-up, our team turned to two scalable strategies to promote Chilsom Trail as a higher-end and newer option to local in-market renters.

- We leveraged Display advertising to reach local prospects across thousands of websites across desktop and mobile devices. This was the strongest traffic driver among paid channels with 2,002 sessions.
- We launched Instagram Stories to reach prospects through a second awareness channel with an engaging short-form mobile video format.

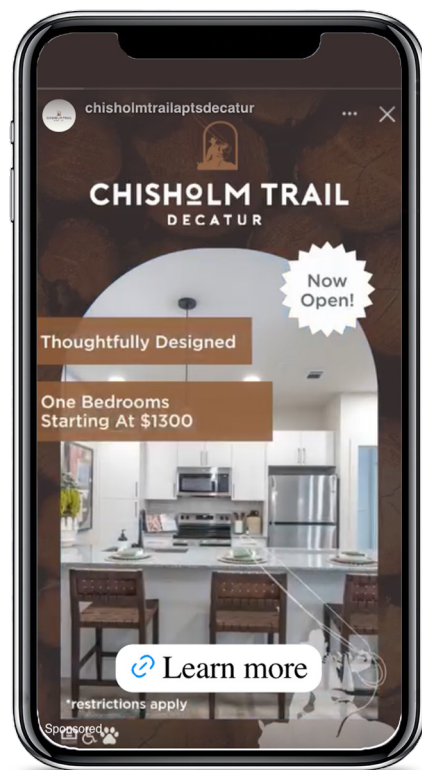
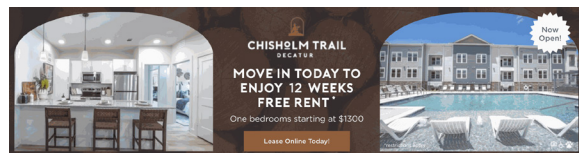
Search Strategy

Due to the competitiveness of the North Texas market, driving up bids on Google, we ran a comprehensive Google Search strategy to ensure this property remained visible against competitors.

- Our team launched several Google Ads campaigns targeting local apartment seekers: a campaign targeting searchers looking for “apartments in Decatur” within a 25-mile radius of the property, local prospects searching “apartments near me”, local apartment seekers searching for the Chisolm Trail brand, and prospects searching for apartments within the “Deer Park” neighborhood located within a 25-mile radius. Floorplan-focused ad groups within these campaigns allowed us to target specific floorplan searches as well. These campaigns generated 1,529 clicks with an impressive 17% CTR.
- Before the start of the campaign, this property lacked an organic search presence (they had 75 organic search sessions prior to launch). To ensure the property dominated local organic listings and capture demand when prospects searched for their brand, we provided an off-site SEO service and a Google Business Profile posting and optimization service. During the period these strategies were running, the client received **4,111 Organic Search Sessions**.

Retargeting Strategy

Display and Facebook & Instagram Retargeting helped us re-engage prospects who previously visited the property’s website. This allowed us to nurture leads in a competitive market and drive conversions by promoting offers to high-intent prospects in the consideration stage. By including Facebook and Instagram feed ads, we were able to reach prospects across more formats and channels than with the awareness strategy alone.



Strategic Optimizations

Our team met with the property's marketing manager every month following the launch of the campaign. After the initial learning phase was complete, we made optimizations on a monthly basis to improve performance and ensure ads reflected the brand's latest offers and marketing messaging.

These are a few of the optimizations we made in the months leading up to the grand opening:

- Added a "Now Open" callout on banner ads in April.
- By May, the property was seeing strong tour volume, but the team wanted to accelerate lease conversions. We shifted the ad Headlines from "Experience Elevated Living" to escalating offers of 6, 8, and 12 weeks free over the next few months to accelerate leasing velocity.
- Radius targeting for our Paid Search campaigns was increased from our 15-mile standard to 25 miles to broaden the renter pool to include a larger geographic footprint.
- Max Conversion strategies were added, and max bid caps to improve ad spend efficiency.
- Following the initial round of Paid Search optimizations, we dropped CPCs by \$1 and improved quality scores.
- In July, we switched the subheadings to highlight one-bedroom units and their starting price. We used the smallest floorplan to show the lowest starting rate possible.
- Underperforming search campaigns, such as pet-friendly targeting, were paused, and the budget was reallocated to better-performing tactics.

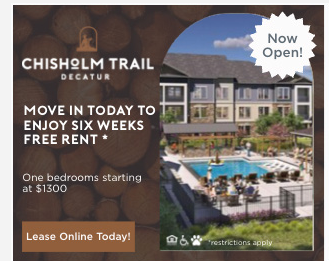
*Campaign results represent data from February 25, 2025, to September 8, 2025. Occupancy results represent trend data tracked over the same period.



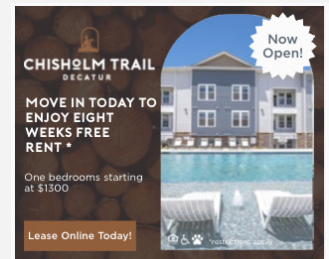
Concession Added to Headline +
Now Open Callout



One-Bedrooms Highlighted in
Subheadline



Larger Value Concession +
Updated Property Imagery



KEY TAKEAWAYS

1. Lease-ups in competitive markets require a cross-channel and full-funnel media mix to accelerate visibility and leasing velocity.
2. SEO strategies that support advertising efforts amplify overall results.
3. Engaging with a strategic multifamily ad partner who can optimize ad spend efficiency, ad engagement, and lease conversions to deliver results faster and more cost-effectively can increase your bottom line.

**UNCOVER NEW OPPORTUNITIES TO
REACH YOUR FUTURE RESIDENTS**

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