



CONVERSION LOGIX®



CASE STUDY

Phoenix Lease-Up Signs 125 Leases in Four Months

The Results

- **125** Leases
- **48% → 66%** Occupancy
- **189** Conversion Cloud® Leads
- **19,486** New Website Visitors

The Situation

Meritum Sheely Farms, a new luxury apartment community in Phoenix, Arizona, entered one of the nation's toughest rental markets. A September 2025 market snapshot of the Phoenix/Tucson market revealed that the region has 438,743 operating units across nearly 1,900 communities, with average occupancy at just 90.6% and rents down 4.6% year over year.¹

To stay competitive, properties citywide leverage concessions, with 64% of units offering specials, typically 1-2 months free.¹

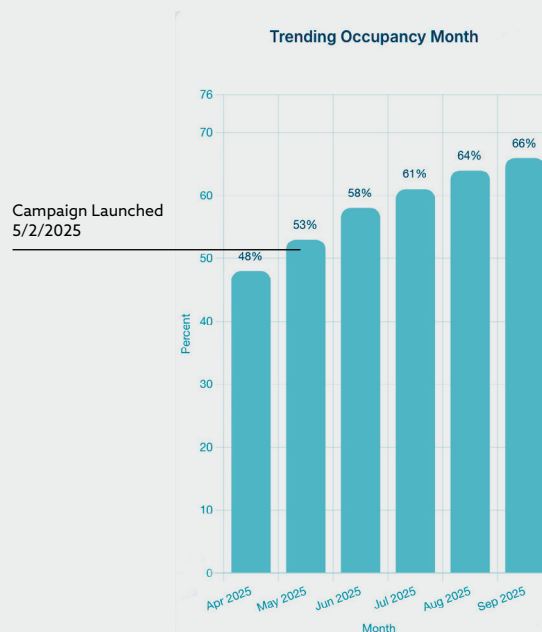
In this highly competitive, price-sensitive environment, Meritum Sheely Farms needed a campaign that could break through the noise, reinforce its value proposition, and accelerate leasing velocity.

The Solution

Conversion Logix® deployed a full-funnel digital strategy to capture attention, re-engage prospects, and convert them into residents. The campaign mix included:

- **YouTube:** \$900/mo
- **Instagram Stories:** \$600/mo
- **Display Retargeting:** \$600/mo
- **Data-Driven Display:** \$500/mo
- **Facebook & Instagram Retargeting:** \$500/mo
- **The Conversion Cloud Essentials Plan:** \$99/mo
- **The Conversion Cloud Eblast:** \$99 (One-Time Fee in August)

As the campaign matured, our team identified an opportunity to increase efficiency by **reallocating spend from Data-Driven Display to Social Retargeting**. This pivot allowed us to reinforce the brand awareness already built and keep Meritum Sheely Farms top-of-mind with prospects on Facebook and Instagram. Despite the challenges of Phoenix's competitive and price-conscious market, this strategy secured **114 leases in just four months**, bringing the property to **66% leased by early September**.



The Strategy

Our team designed a diversified media mix to capture attention, nurture interest, and convert high-intent renters. YouTube and Instagram Stories built broad awareness in the Phoenix market, Display and Social Retargeting re-engaged prospects who had already shown interest, and The Conversion Cloud® supported lead capture and follow-up. Ad creatives highlighted the community's "8 Weeks Free" concession as the main headline to appeal to price-conscious renters and featured the property's pool as a focal visual during Arizona's hottest summer months.

Awareness Strategy

- **YouTube Demand Generation** introduced the community to a wide audience of renters searching in Phoenix. This campaign was the largest website traffic generator, bringing 14,108 new visitors to the website.
- **Instagram Stories** campaigns highlighted the community's features and specials in a visual, mobile-first format. These ads drove 1,196 new visitors to the site and 146 key event conversions.
- **Data-Driven Display** generated 248,489 impressions, expanding brand visibility across thousands of websites.

Lead Capture Strategy

- **The Spotlight™ app in The Conversion Cloud® suite** ensured lead capture touchpoints were active on the property website. We ran three calls to action "8 Weeks Free," "Take a Virtual Tour Now," and "Self-Guided Tours" to capture high-intent leads. These applications generated 189 pre-qualified leads.
- **A Conversion Cloud Eblast** launched in August re-engaged leads and drove urgency around limited-time offers.

Retargeting Strategy

- **Display Retargeting** reminded prior visitors to return to the website and take action, generating 1,616 sessions and 34 key events.
- **Facebook & Instagram Retargeting** generated 287,436 ad impressions, which reinforced awareness efforts and became a bigger focus after reallocating budget from Display. This strategy generated 1,219 sessions and 137 key events. Of the three retargeting ad strategies we leveraged throughout this campaign, this strategy generated the most key events.
- **YouTube Retargeting** ensured that prospects were being re-engaged through video. Website traffic from these ads generated 1,291 sessions and 34 key events.



80 Self-Guided Tours



73 Virtual Tours



56 Claimed Offers

Campaign results represent data from May 2, 2025, to September 10, 2025. Occupancy results represent trend data tracked over the same period.

*MRI ApartmentData, Market Line Report - Phoenix/Tucson, September 2025

KEY TAKEAWAYS

- 1. Diversify your mix:**
a balance of awareness, retargeting, and lead capture channels builds momentum in competitive markets.
- 2. Adapt budget allocation:**
shifting spend from awareness to retargeting sustains engagement and accelerates conversions.
- 3. Meet price-sensitive renters where they are:**
reinforcing promotions across multiple channels and lead capture tools helps communities compete on value.

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