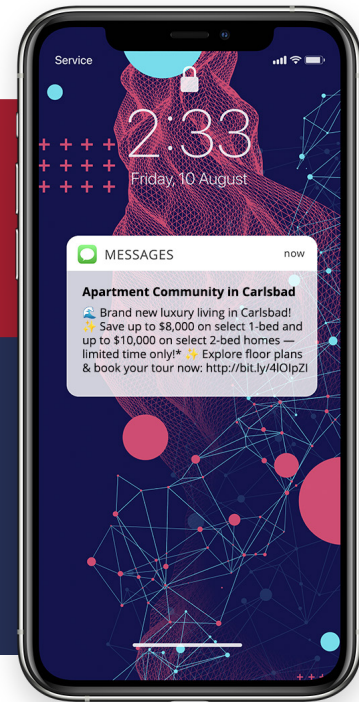


CASE STUDY

11 SoCal Properties Re-Engaged 12,000+ Leads with SMS Blasts

The Results

- **12,098** SMS Messages Delivered
- **1,828** Website Clicks Generated
- **15.7%** Average Click-Through Rate



The Situation

The SoCal team at one of the nation’s top property management companies was already generating strong lead volumes across their portfolio with [The Conversion Cloud®](#), but, with renters comparing multiple communities in SoCal’s highly competitive leasing market, they needed a quick way to re-engage prospects after their initial inquiry. **Our team recommended targeted SMS nurturing as a scalable add-on to their existing lead strategy.**

The Solution

- Using The Conversion Cloud®, we **deployed SMS nurturing blasts across 11 SoCal properties** for \$99 per blast.
- These text messages yielded **122 clicks on average and impressive click-through rates ranging from 10.5%- 27.6%**.

The Strategy

Instead of generic “Apply Now” messaging, we tailored the SMS copy to the specific property and submarket. We ran a range of messaging strategies, including highlighting unique amenities, emphasizing luxury, testing different concession formats, and exploring floorplan pricing, among others.

These strategies yielded the most engagement:

	Savings-Based Offer	Event Promotion	Price Transparency	Luxury / Exclusivity
Strategy	“Save up to \$8,000 on select 1-bed and up to \$10,000 on select 2-bed homes...”	“You’re Invited to Our Open House...”	“Open-concept 2-bedrooms under \$3,000 with up to 1 month free...”	“Designer residences and penthouses with panoramic views...”
CTR	27.6%	16.6%	16.2%	11.3%
Outcome	Highest engagement rate (217 texts delivered + 60 clicks)	High click volume (298 clicks)	Strong qualified traffic (5 conversions + 109 clicks interested in 2-beds)	Scheduled penthouse tours + submissions to claim an offer (6 conversions + 111 clicks)

KEY TAKEAWAYS

- 1. Speed to Lead Re-Engagement:** SMS blasts act as an instant filter, quickly identifying which leads are still in-market.
- 2. Higher CTR vs. Email:** With an average CTR of 15%, SMS outperforms typical multifamily email engagement benchmarks (2.5%-4.5%).
- 3. Context is King:** The most successful blasts used specific hooks, dollar amounts, lifestyle keywords, and price anchors.