

CASE STUDY

Omnichannel Strategy Delivers 696 Leads and Portfolio-Wide Leasing Momentum

The Results

- 696 Leads Generated
- 431,000+ Website Sessions Generated
- 10 Channels Driving Traffic



The Situation

Our client was operating in Southeast markets that experienced strong population and job growth, which supported overall renter demand. However, a significant number of new apartment communities were coming online in key Southern markets, including Myrtle Beach, Wilmington, and Southern Pines. With more options available to renters, individual communities faced increased competition for attention and leases, slowing absorption and extending the path to stabilization for many properties. While demand was present, it was spread across more communities, making it harder for new lease-ups to stand out and gain momentum quickly.

To address this challenge and reach stabilization faster in priority markets, the client engaged Conversion Logix® who had deep experience in these markets, to drive greater awareness, attract qualified renters, and accelerate leasing performance.

The Solution

Conversion Logix deployed a customized, full-funnel strategy to increase traffic, capture more leads, and support occupancy goals. The campaign mix included Paid Search (PPC), YouTube, Display, Retargeting, Social advertising, Google Business Profile, and SEO to drive both brand awareness and local visibility.

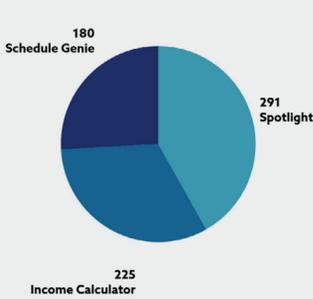
From initial lease-up through stabilized occupancy, Conversion Logix strategically managed each community's campaigns to align with shifting performance goals. During the lease-up phase, efforts prioritized rapid awareness, lead volume, and market penetration. As assets approached stabilization, the strategy evolved to focus on occupancy durability, renewal support, and sustained competitive positioning within the market.

To further enhance results, the team continuously optimized campaigns based on performance data and market trends, ensuring each new launch maximized reach, engagement, and long-term performance stability.

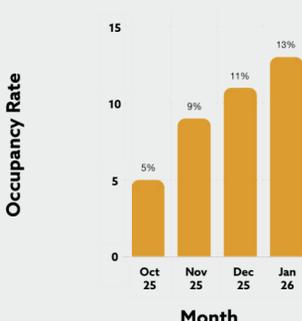
Website Session Channel Attribution

Product	Sessions Generated
YouTube	254,526
Facebook	58,062
Display	40,086
Paid Search	37,994
Performance Max	20,108
Instagram	13,553
PMT	3,767
TikTok	2,923
Email	752
GBP	102

The Conversion Cloud Lead Attribution



North Carolina Lease-Up



Stabilized South Carolina Community



Stabilized Myrtle Beach Community



The Strategy

Search Strategy

Conversion Logix launched a targeted search and video strategy designed to capture high-intent renters actively seeking apartments in each market. Our Google Ads specialists secured top visibility in search results by targeting both location-specific non-brand terms and branded searches, ensuring your communities appeared when prospects were most ready to lease. At the same time, our video team reached apartment seekers on YouTube who had recently searched for nearby apartments, serving virtual tour ads that increased engagement and interest. Together, this coordinated approach drove 292,540 website sessions to communities and strengthened momentum across key markets.

Retargeting Strategy

Display reminded prior visitors to return to the website and take action, generating 26,143 sessions.

Facebook & Instagram generated 2.5 million ad impressions, which reinforced awareness efforts.

YouTube ensured that prospects were being re-engaged through video. Website traffic from these ads generated 39,331 sessions.

Video & Social Strategy

Conversion Logix executed a multi-channel video strategy across Facebook, Instagram, YouTube, and TikTok to reach renters actively searching in the surrounding areas of each community. Campaigns highlighted prime locations, modern amenities, pet-friendly living, spacious floor plans, and limited-time concessions such as one month free rent. By combining strong creative with precise audience targeting, we increased awareness, drove qualified traffic, and supported leasing momentum.

<p>YouTube</p> <p>Built broad awareness while showcasing key amenities and lifestyle features</p> <p>Drove the highest overall volume of website traffic</p>	<p>Facebook and Instagram Dwellers</p> <p>Targeted in market renters nearby</p> <p>Increased local visibility and qualified sessions</p>	<p>TikTok</p> <p>Expanded reach with short, engaging videos featuring amenities and current specials</p> <p>Strengthened awareness among active renters</p>
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By consistently promoting each community's location, amenities, incentives, and a clear call to action to schedule a tour, this strategy generated direct sessions, conversions, and lifted both paid and organic branded search traffic.

Lead Generation Strategy

Conversion Logix deployed a performance-driven, full-funnel lead capture strategy designed to convert anonymous website traffic into measurable leasing opportunities. By integrating high-impact calls to action and friction reducing tools throughout the renter journey, we transformed traffic into a strong pipeline of qualified prospects and strengthened marketing-to-lease attribution across the portfolio.

<p>Spotlight™ Applications</p> <ul style="list-style-type: none"> • Generated 291 leads through prominent calls to action and limited-time offers • Increased urgency and engagement at key decision points 	<p>Income Calculator</p> <ul style="list-style-type: none"> • Captured 225 high-intent prospects by qualifying affordability early • Improved lead quality before handoff to the leasing team 	<p>Schedule Genie®</p> <ul style="list-style-type: none"> • Produced 180 self-scheduled tours • Reduced friction in the path to conversion and streamlined appointment setting
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Together, these tools increased total lead volume, improved prospect quality, and created a measurable connection between marketing efforts and leasing performance.

*Campaign results represent data from April 1, 2025 through January 31, 2026. Occupancy results represent trend data tracked over the same period.

- KEY TAKEAWAYS**
- 1. Omnichannel Activation Scaled Qualified Demand**

Conversion Logix deployed a multi-prong media mix across Paid Search, YouTube, Performance Max, Display, Social, Retargeting, SEO, and Google Business Profile to capture renters at every stage of the journey. This diversified approach generated more than 431,000 website sessions and 696 leads, building sustained demand across competitive Southern markets.
 - 2. High-Intent Traffic Powered Leasing Momentum**

By prioritizing location-specific non-brand search terms, branded campaigns, and in-market audience targeting, Conversion Logix ensured communities achieved premium visibility when prospects were most ready to lease. Layered video and social strategies reinforced consideration, increased engagement, and drove qualified traffic that translated into measurable leasing activity.
 - 3. Conversion Focused Technology Strengthened Marketing to Lease Attribution**

Through Conversion Cloud tools, including Spotlight, Income Calculator, and Schedule Genie, anonymous traffic was transformed into a trackable pipeline of high-intent prospects. This performance-driven framework increased lead volume, improved lead quality, and accelerated speed to stabilization while strengthening attribution across the portfolio.