



CASE STUDY

Tacoma Lease-Up Generated 600+ Leads with Full-Funnel Marketing Strategy

The Results

- **~250** Leases
- **611** Leads
- **6,590** Key Events
- **116,457** Website Sessions

The Situation

In July 2024, a new 408-unit apartment community entered the Tacoma market. Although located in the West End, it faced significant competitive pressure from several newly delivered developments in the Downtown and Brewery District corridors that came online at the same time.

With only 11% of the community leased and a portion still under construction, they sought a digital marketing partner to drive demand and close their occupancy gap.

The Solution

The property partnered with Conversion Logix to build awareness of the new development, generate leads, and grow the community's occupancy. Since the start of the partnership (July 2024-February 2026), the property has leased an additional 250 units and is 72% leased.

Our team designed and implemented a full-funnel multichannel digital marketing strategy that built awareness among in-market local renters, captured high-intent prospects at the moment of search, and nurtured renters within the consideration stage through retargeting.

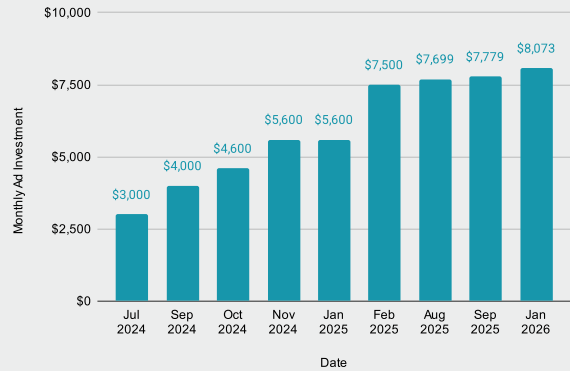
Our ads generated 116,457 sessions and 6,590 key website events. 536 were clicks to call the property, and 318 were chat-related.

We deployed a suite of lead generation applications to ensure the property converted interested prospects into actionable, pre-qualified leads.

These applications generated 611 leads.

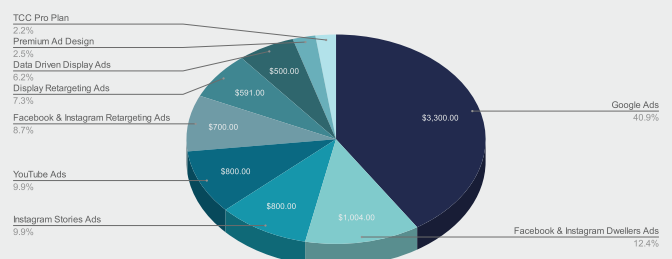
In the 18+ months since campaign launch, we have proactively optimized ads, targeting, media mixes, and budgeting recommendations to maximize digital performance.

Budget Adjustments Throughout Campaign Lifetime



Today, ad spend at this property is evenly distributed between awareness campaigns and Paid Search. A smaller but substantial amount was dedicated to retargeting and lead capture to ensure prospective renters remain within the funnel.

Budget Breakdown (February 2026)



The Strategy

Our strategy focused on developing eye-catching awareness campaigns that promoted this property's superior pricing and competitive concession offering. To remain competitive in a market with supply pressure from competing luxury developments, we recommended a robust Paid Search strategy. We made sure to prevent leakage from our funnel through a robust retargeting strategy and lead capture strategy.

Awareness Strategy

A robust top-of-the-funnel strategy is key to success for properties in WA.

- At the start of the campaign, we launched with a limited budget for awareness, with most of the ad spend dedicated to Paid Search.
- Over time, we added new strategies, PMT+ (geofencing), Premium Display, YouTube, TikTok, Instagram, and Stories.

Optimizations to include a YouTube and Premium Display campaign made the biggest impact:

- YouTube delivered 148,022 video views within the past year, 22 days of being live, and 469 key events, 60% of which were calls.
- Once Premium Display video ads were added to this community's Display strategy, they experienced a 31.8% lift in clicks.

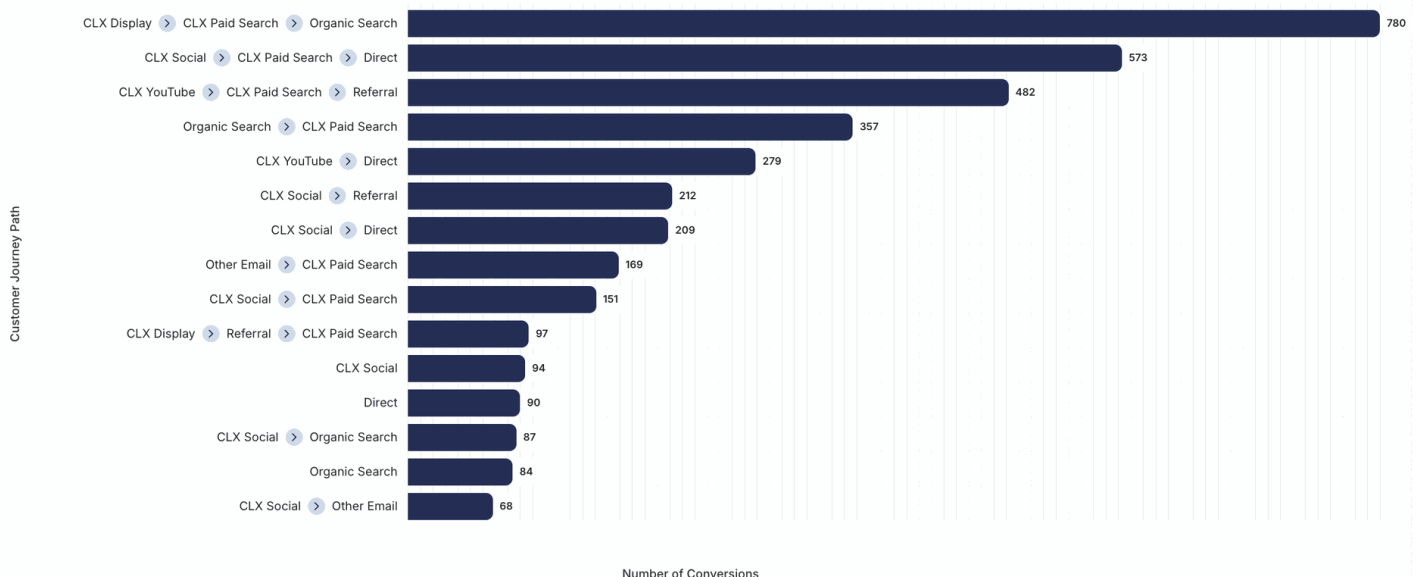
This strategy of widening the top of the funnel and balancing search spend with awareness spend proved to be essential to generating the strong lead and lease volume this property experienced since launch.

A 90-day Conversion Paths report in CLiQ shows that **the highest volume of conversions occurred through multi-touch paths with 3+ channel interactions, initiated by Display, Social, and YouTube ads.** Without these key awareness drivers, this community likely wouldn't have achieved the strong lead generation results it did.

Top Conversion Paths

Compare to Prior Period Last 90 Days

Current Conversions



Search Strategy

We ran a variety of location-specific campaigns within Google Ads to capture high-intent leads looking for an apartment in the Tacoma area and to ensure all demand driven by brand campaigns was captured by the community, not nearby competitors.

- The largest traffic driver of these strategies was our **neighborhood keyword campaign**, which targeted searchers within a 50-mile radius.
- We also saw strong click results from our **50-mile non-brand radius campaign**, which targeted city and apartment keywords.

These ads generated **348 phone calls and 811 property visits and had an overall 9.5% CTR**, indicating strong engagement.

Retargeting Strategy

Display and Social Retargeting played an important role in helping this community stay top-of-mind in a market with other new entrants. These strategies nurtured previous website visitors and contributed to the multiple brand touches it took to drive conversions.

Lead Generation Strategy

Our team launched The Conversion Cloud, our proprietary suite of website applications to help build the community's lead pipeline and provide the leasing team with actionable leads.

At the start of the campaign, this property was running only one application (our tour application, Schedule Genie) on our TCC Essentials plan. Eventually, they switched to a higher-level plan and tested out additional apps, including our offer promotion application, Spotlight, and our pre-qualification app, Income Calculator. They were able to significantly increase their lead generation by testing a variety of calls to action.

In late September 2025, the property upgraded to the TCC Pro plan and within the following 6 months, they saw a 58% lift in leads compared to the prior period (232 vs. 147). Most of the lead growth came from the addition of the Spotlight app, which was used to promote concessions.



51 Scheduled Tours



144 Concessions Claimed



416 Income Calculator Leads

KEY TAKEAWAYS

1. Awareness strategies (Display, Meta, YouTube) amplify conversions by widening the funnel and increasing the volume of renters that convert through paid and organic search.
2. Lead generation applications are an easy, low-cost way to convert anonymous traffic into pre-qualified leads that leasing teams can follow up on to drive occupancy.

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