CONVERSION LOGIX®

CASE STUDY

53 Properties. 16% More Conversions. Same Monthly Ad Spend.

The New Reality: A *More Complex* Rental Market

The multifamily landscape has shifted. Competition for qualified renters is fiercer, and the digital marketing ecosystem has become exponentially more complicated. For marketing leaders, the challenge is no longer just about "being present" online; it's about generating greater returns from existing advertising budgets without simply spending more.

In this environment, we sought the answer to a fundamental question: What is the "difference that makes the difference" between stagnant campaigns and a high-performing portfolio?

The Hypothesis: *Maximizing Ad Budgets* With Micro Movements

Our Hypothesis: Making small, daily, performance-driven budget adjustments can improve ad efficiency and drive better results for apartment communities.

Most multifamily budgets are managed on a monthly, quarterly, and annual basis. However, consumer behavior and competitive pressure change daily. We believe the “difference” lies in the ability to reallocate funds in real-time based on which channel is most likely to convert right now.

The Solution: The *Smart Budget* Optimizer

We built a Smart Budget Optimizer that distributes budgets across channels and campaigns to deliver the highest conversions per dollar (CPD).

Conversions We Tracked Against Spend

- Tours Scheduled
- Form Submissions
- Chats Initiated
- Virtual Tours
- Calls from Website
- Get Direction Link Clicks

How it Works

The Smart Budget Optimizer leverages advanced data science techniques to hunt for the highest return on a property's ad dollars, automatically shifting budgets to the highest-converting campaigns and channels.

1 The Data Science Behind It:

- Reward models
- Markov chains
- Genetic algorithms
- Hierarchical time-series models

2 How We Worked Within the Parameters of Ad Platforms

Micro amounts of budget are pulled from many different campaigns to fund high-impact channels.

- We observed a 3-to-1 ratio of budget decreases to budget increases.
- We capped shifts at 20–25% to avoid dips in performance within ad platforms.

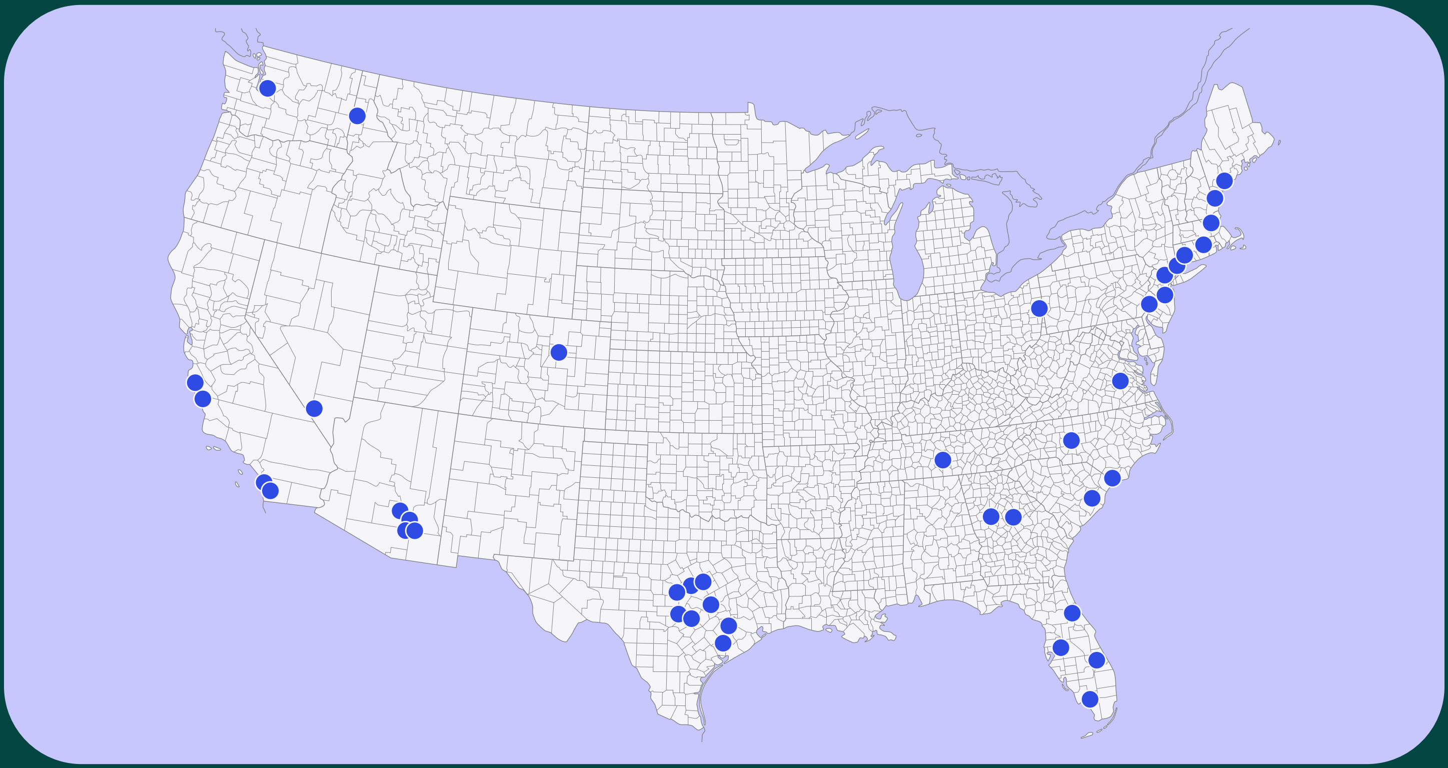
3 The Game Changer: How We Attributed Conversions

We knew that to accurately adjust ad spend by channel based on performance, we needed a more sophisticated attribution model and a more accurate way to measure conversion events.

Before we pursued the creation of the Smart Budget Optimizer, we developed a Unified Attribution model that could track longer session windows, deduplicate conversions, and account for impressions and clicks to properly credit channels that were previously undercredited in last-touch attribution models.

The Experiment

We ran a pilot program with 53 properties from February 1 to March 31 to test the Smart Budget Optimizer's effectiveness with three cohorts in the experiment:	Cohort 1: February 1 - March 31 Cohort 2: March 1 - March 31 Cohort 3: March 15 - 31



The model made *5,883 budget decisions* across 53 properties within 60 days.
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98 avg shifts/day
111 avg shifts/ property

To assess whether the pilot was a success, we looked at period-over-period lift in conversions per dollar for each cohort, then measured the overall lift across the entire sample.

We adjusted this lift measurement for seasonality to ensure any increase was due to the model rather than typical leasing activity patterns, and we validated the lifts for statistical significance.

The Results

26.2% Overall Median Conversions per Dollar Lift

- 56% Positive lift (31)
- 28.8% Non significant lift (13)
- 15.2 Negative lift (9)

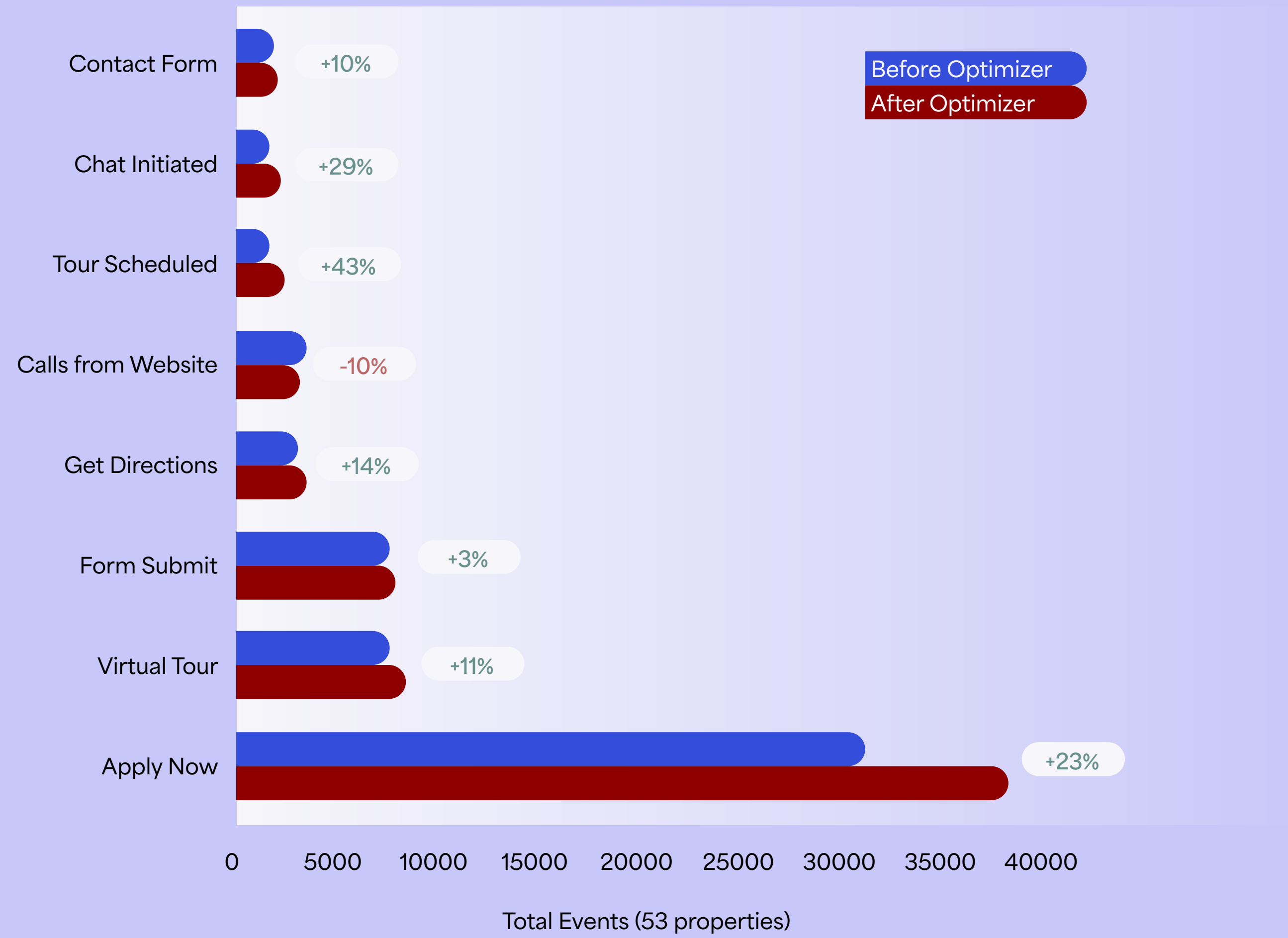
The properties in the pilot experienced a *16% increase in conversions* despite per-property ad spend remaining flat.

Highlights:

- 43% increase in Scheduled Tours
- 23% increase in "Apply Now" conversions
- 11% increase in Virtual Tours

Note: We attributed the decrease in website calls to fewer maintenance requests and other resident questions.

Key Conversion Events: Before vs. After



Key Learnings

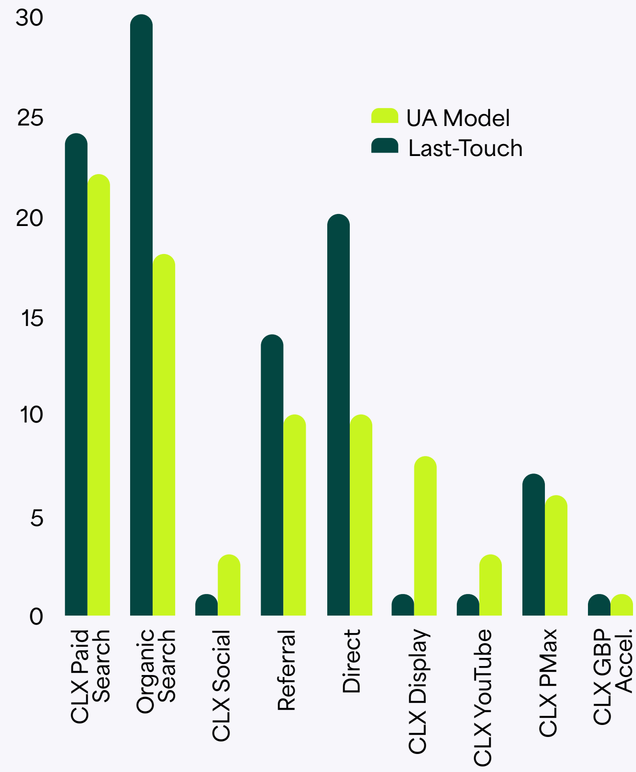
Sustained Daily vs. Monthly Budget Reallocations Can Improve Performance

The cohort that ran the smart budget optimizer for longer performed better. 60% of the properties in Cohort 1 *experienced a lift* in conversions per dollar vs. 47% of the properties in Cohort 2.

Cohort 1: February 1 - March 31
Cohort 2: March 1 - March 31

Awareness Channels Are Under-Credited By Last-Touch Attribution Models

We compared how channels would have been credited across the 53 properties under a last-touch attribution model vs. the new Unified Attribution (UA) model we created. We observed a measurable difference between how channels were credited.



What We Uncovered

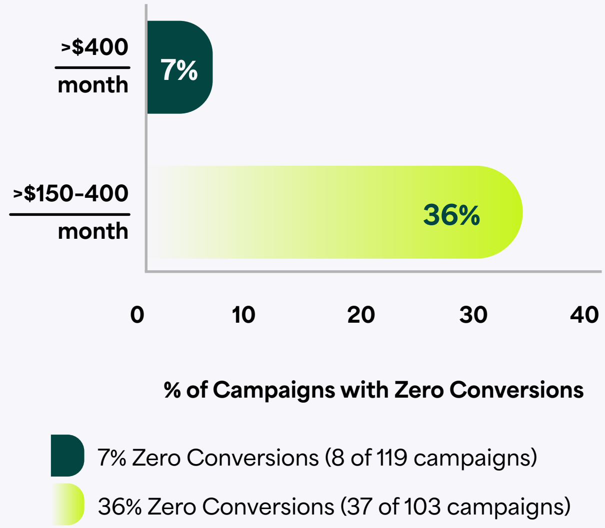
Awareness channels are hidden contributors. Last-touch budgets underfund demand creators and overfund demand captors.

- **Display is undervalued**
  Display accounted for for 8% of conversions with UA vs. 1% with last-touch
- **Social assists conversions**
  Social accounted for for 3% of conversions with UA vs. 1% with last-touch
- **YouTube contributes upstream**
  YouTube is credited 5% more with UA
- **Organic Search over-credited**
  Organic Search is credited 18% compared to 30% with last-touch

Campaigns Running With Under $400 Tend To See a Higher Failure Rate

Having the proper amount of funding within each campaign type can impact your performance. When we compared campaigns with $150-400/mo budgets to campaigns with $400+, we noticed that 36% of those under $400 had zero conversions compared to only 7% of the campaigns with $400+.

Zero-Conversion Rate by Campaign Budget



Competitors' Occupancy, Prices, and Concessions Affect the Efficiency of Your Ad Spend

We Measured How CPD Differed Based on These Market Factors

- Starting Rent (1BR/2BR)
- Occupancy
- Comp Avg. Occupancy
- Comp Exposure 30d
- Rent Premium (1BR & 2BR)
- Comp Concession %

Properties with tailwinds (affordable rents, healthy occupancy, soft competitor exposure) realized a lift in CPD more often than those facing headwinds (above-market rents, heavy competitor concessions).

Top Takeaways for Marketers

- **Modernize Attribution Models**
  Multifamily marketers need to use more complete attribution models to evaluate campaign success. Click-based last-touch attribution models discount the impact of awareness and retargeting campaigns while overcounting the impact of Search campaigns.
- **Optimize Budget Allocation**
  If you spread a small budget too thin, it can increase your chance of underperformance. Conversely, properties that overinvest in too few channels miss out on the benefits of scaling awareness and retargeting with property-funded campaigns.
- **Leverage Daily Budget Reallocations**
  Sustained daily vs. monthly budget reallocations can improve performance when implemented carefully and with the platform algorithms in mind.
- **Prioritize Personalized Optimizations**
  Each property's renters' paths to conversion are unique, and so are their market factors. Highly personalized optimizations are key to seeing better performance.
- **Monitor Market Competitiveness**
  Your ad spend efficiency is affected by how your price, concessions, and occupancy compare with your competitors'.

What's Next: CLX's 2026 Road Map

- **Smart Budget Optimizer (Available Summer 2026)**
  Cross-channel budget allocation powered by UA attribution and market context.
- **Campaign Settings AI (Coming Soon)**
  Optimizing beyond budgets: keywords, creative, targeting settings. Pulling more levers for better performance.
- **The "What If" Tool (Coming Soon)**
  Set an occupancy target (e.g., 'I want to be at 95%') and the platform recommends the products, channels, and spend to get you there in your market.

Interested in working with a multifamily marketing agency on the cutting edge?

Schedule a Call

Let’s Find Your Marketing Blind Spots

If your reporting only shows the last click, you’re missing what actually drives leases. Use this checklist to uncover the gaps between reality and your reporting.

1. Challenge Your Assumptions

Before looking at your data, make a list of marketing assumptions you or your stakeholders hold about what is and isn’t working within your marketing strategy.

Ask yourself:

- ☐ Which of my campaigns generates the most leads? Which generates the least?
- ☐ If I needed to dramatically increase leasing activity within the next 2-3 months, which campaigns would help me get there the fastest?
- ☐ If I lost 20% of my budget tomorrow, which campaigns would I keep and which would I cut?

2. Evaluate the Size of Your Gaps

It’s nearly impossible to track every renter action that led to a lease, but there are a few indicators that you can use to gauge where you may be missing part of the story.

Check these metrics:

- ☐ Pull up your sessions by source data within Google Analytics. How many sessions are coming from “direct”, “organic search”, and “referral” sources? These popular last-touch sources often mask the effectiveness of other campaigns.
- ☐ Are you seeing any YoY lifts in traffic attributed to “direct” or brand-related searches? This could be a sign that your brand awareness campaigns have been effective but aren’t being credited.
- ☐ How many leads are being reported as “walk-ins” within your CRM?

3. The Invisible Journey

Renter journeys span multiple sessions and platforms. If you only see the last step, you’ll end up making decisions in the dark.

Ask these questions to see where you stand:

- ☐ Can you identify multiple touchpoints (search, social, display, video) behind a lease?
- ☐ Do you know which channels assist conversions vs. which close them?

4. Bring in Market Context

Misaligned market positioning can make or break your marketing success. We've identified a few market indicators that make the biggest difference.

Assess your market position in the following ways:

- ☐ Are your starting rents for your lowest-priced units above market or below your comp set?
- ☐ What concessions are others in your market currently offering?
- ☐ How does your current occupancy compare to your competitors?
- ☐ What does your comps' 30 and 60-day exposure look like?

5. Turn Insight Into Action

The fastest way to uncover a blind spot is to challenge your current strategy. Once you've identified where your reporting falls short, you can use those insights to make smarter, more confident decisions.

Revisit your strategy with a new lens and try the following:

- ☐ Reallocate budget based on what actually drives leases
- ☐ Reinforce channels that influence the full journey, not just the last click
- ☐ Adjust your approach to reflect both marketing performance and market conditions

See What You're Missing

Most marketers are making budget decisions based on incomplete data. Conversion Logix helps you connect the full renter journey, uncover hidden performance drivers, and invest with confidence.

Learn more at conversionlogix.com.

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