MAXIMIZING CONVERSIONS FROM GOOGLE TRAFFIC

Multifamily Case Study | Luxury MFH Community in Seattle

CL CONVERSION LOGIX

Conversion Logix paired with The Conversion Cloud bridged the gap between online and offline conversions for a Seattle apartment community. The introduction of conversion tools led to a 157% increase in booked tours and leads from Google traffic sources.

THE CHALLENGE

Most apartment communities miss out on converting website visitors into leads for two reasons.

1. The booking process is inefficient and unappealing to online apartment seekers. Prospects often book tours through email, phone call, or in-person visits. These methods are both inefficient and difficult to track and optimize for.

2. Communities have out-of-date offers on their websites and often underutilize their offer by only displaying it as a pop-up or on select places of their site.

LEADS FROM *PAID* & *ORGANIC* GOOGLE TRAFFIC INCREASED BY
157%

CL + Google = **45 LEADS**

CL + Google + ∞ The Conversion CLoud = **116 LEADS**

THE APPROACH

Conversion Logix added two conversion tools to the community's website: Schedule Genie and Concession Manager. These tools allowed website visitors to seamlessly book a tour or claim an offer on every page of the community's website.

Each interaction that website visitors had with the conversion tools was captured in Google Analytics. Our platform sent events directly to Google Analytics and our team set up goals for each step in the tour scheduling and offer claiming processes.

Our paid search team optimized for booked tours and claimed offers using a maximize conversions bid strategy.

THE RESULT

Total Lead Increase from Google Sources
The community received 45 leads from Google traffic sources before implementing The Conversion Cloud. After launching the tools on site, the community realized a 157% incremental lead boost to 116 leads. 77 of the 116 leads came from The Conversion Cloud and 39 from contact form submissions.

Paid Search Lead Increase
The maximize conversions strategy led to a 250% increase in booked tours from the community's paid search campaign.

CONCLUSION

Our lead generation tools transformed unattributable, offline interactions into events and goals that could be tracked and optimized for within Google Ads. Optimization and the friction-reducing processes more than doubled the community's lead-output and booked tours.