

MAXIMIZING CONVERSIONS FROM GOOGLE TRAFFIC

Multifamily Case Study | Luxury MFH Community in Seattle



Conversion Logix digital advertising 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 align poorly with real-time booking and confirmations offered in today's digital space.
2. Communities have out-of-date offers on their websites and often underutilize their offer by only displaying it as inline web copy or a static banner on select pages of their site

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 any page of the community's website.

Our team captured conversion data for each step in the tour scheduling and offer claiming process in Google Analytics.

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 increased website leads from Google traffic sources by 157%.

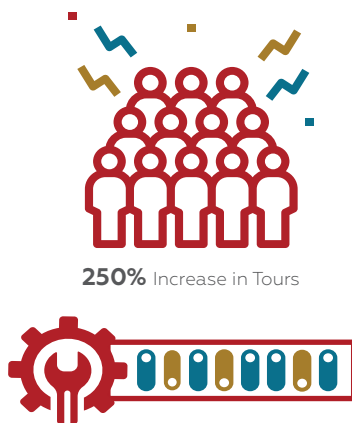
Paid Search Lead Increase

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

THE CONVERSION CLOUD



MAXIMIZE CONVERSIONS BIDDING STRATEGY



THE CONVERSION CLOUD DIFFERENCE



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 strategies more than doubled the community's overall lead volume and booked tours.

*Leads came from paid and organic Google traffic sources