

Lead Gen & Digital Marketing Attribution

CL | CONVERSION LOGIX®





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PUGET SOUND BUSINESS JOURNAL | 2016



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Inc.
5000

**State of the
MFH Market**

**The Goal of
Attribution**

**Traffic + Conversion +
Attribution**

**Marrying Lead Gen
and Attribution**

Success!



Part 1

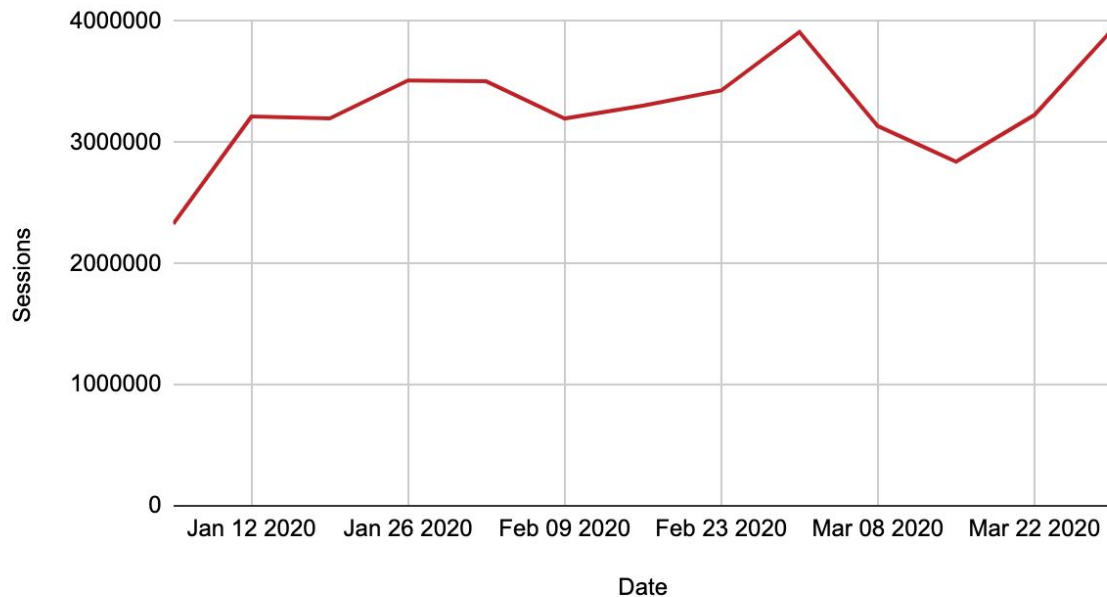
State of the MFH Market





MFH Sessions Over Time

Website Sessions vs. Date (Jan 5 - Apr 4)



4-Week Over 4-Week Change



Organic Traffic

19.3% ▼

Paid Traffic

3.4% ▲

Median Change: March 9 - April 5 vs. February 10 - March 8

Week Over Week Change



Organic Traffic

25.8% ▲

Paid Traffic

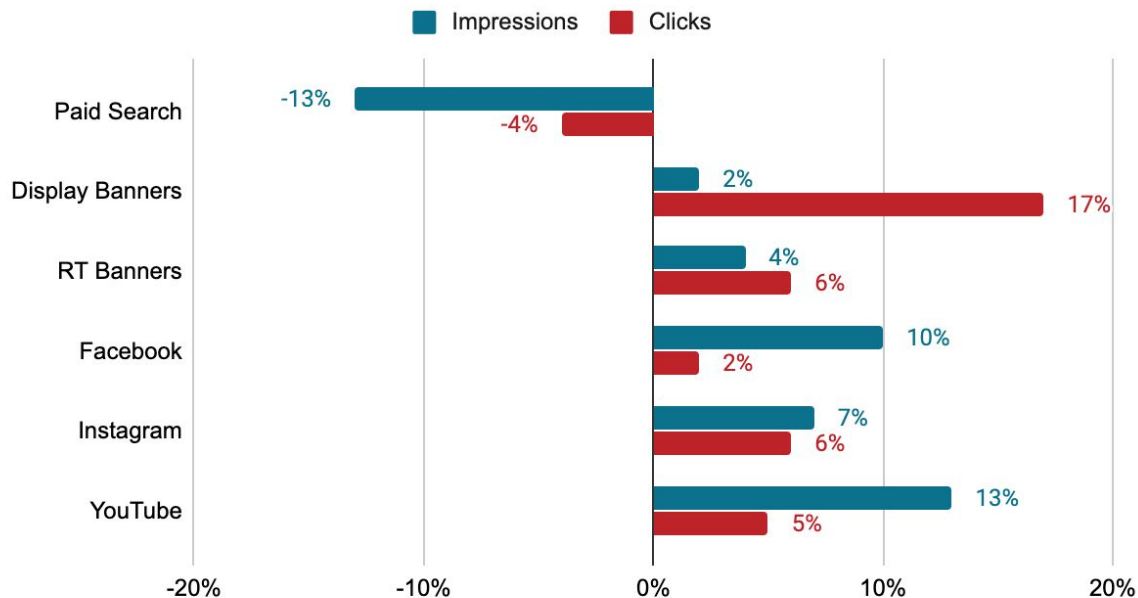
5.4% ▲

Median Change: March 30 - April 5 vs. March 23-29



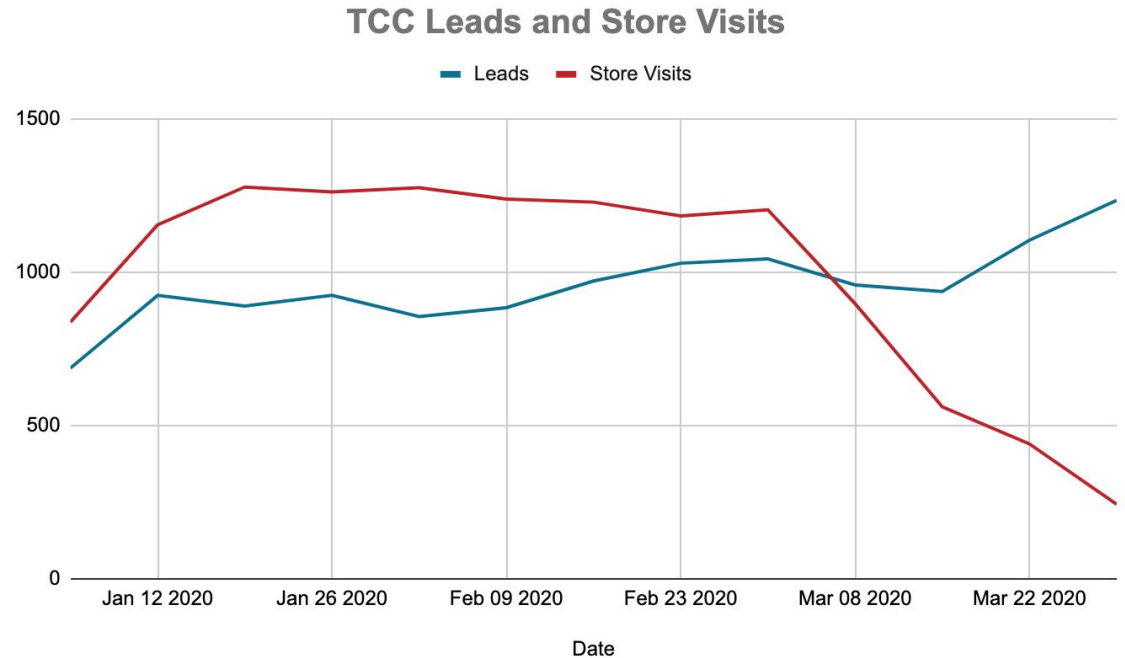
Marketing Performance

Impression and Click Changes (Mar 30-Apr 5 vs. Mar 23-29)





TCC Leads vs Store Visits



The Conversion Cloud Lead Increase

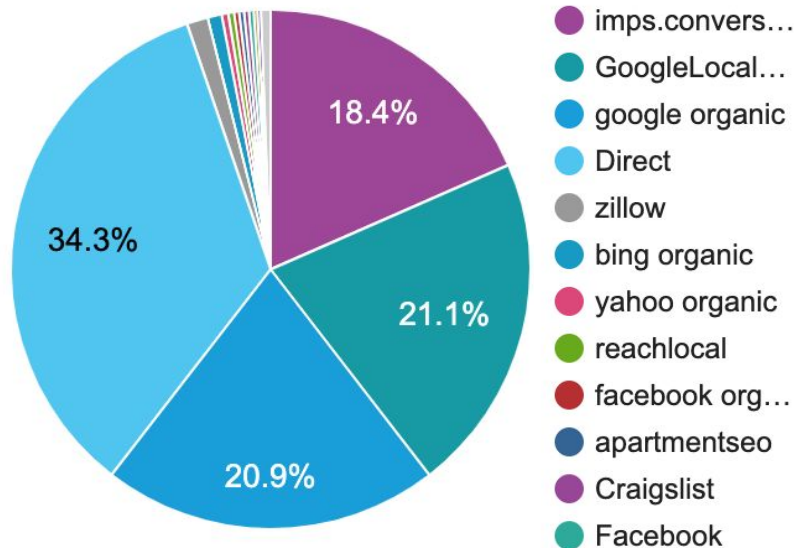


Total TCC Leads
11.8% ▲

Average Change: March 30 - April 5 vs. March 23-29

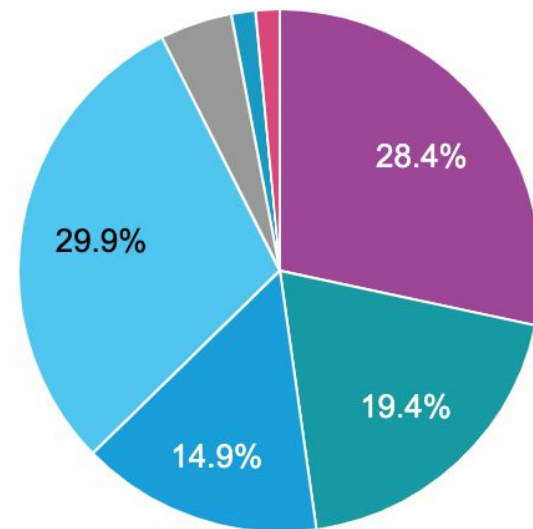
Lead Generation Trends

Pre COVID-19



Leads Per
Multi Touch Source

Post COVID-19

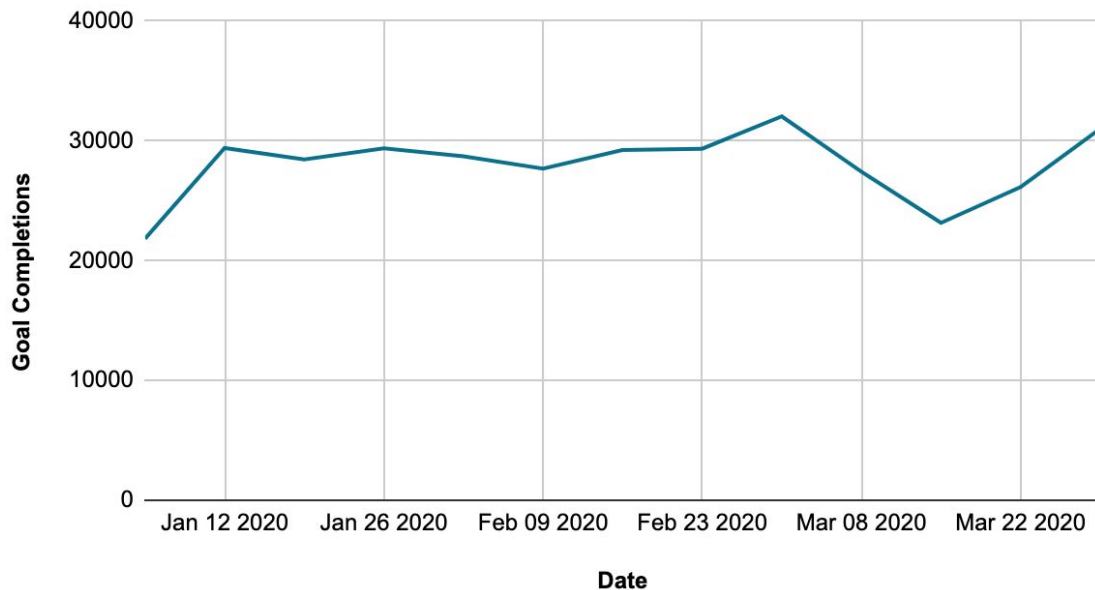


Leads Per
Multi Touch Source



Goal Completions Over Time

Goal Completions vs. Date (January 5 - April 4)



Part 2

The Goal of Attribution



The Goal of Attribution



Uncover Prospect Behavior

Shed light on the digital journey prospects take before converting.

Optimize for What Works

Continually optimize strategies and campaign content with knowledge of what produces the best results.



Provide Accurate ROI

Discover which strategies contribute to valuable results such as a generated lead or a signed lease.

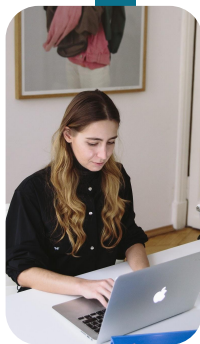
Attribution: Then + Now



A Puzzle with Missing Pieces

“How’d You Hear About Us?”

A few years ago, attribution meant asking a prospect who walked through the door “How’d you hear about us?”.



Tracking Sources in Analytics

Google Analytics tracked some of the sources prospects visited before they converted online, but still left gaps.

Filling in the Gaps

Communities tried to piece together the rest of the puzzle, but a lot of pieces were still missing.

Drawing the Wrong Conclusions



@marketoornist.com

The problem when you are **missing key pieces to the puzzle.**

Source: Marketoornist.com
Credit: Tom Fishburne

Attribution: Then + Now



Completing the Puzzle

The Journey to Your Website

Uncover the full digital path that prospects take before arriving on your site and converting.

How Leads Convert

Understand how prospects convert on your website and what stage they are at in the leasing journey.



Matching Leads to Leases

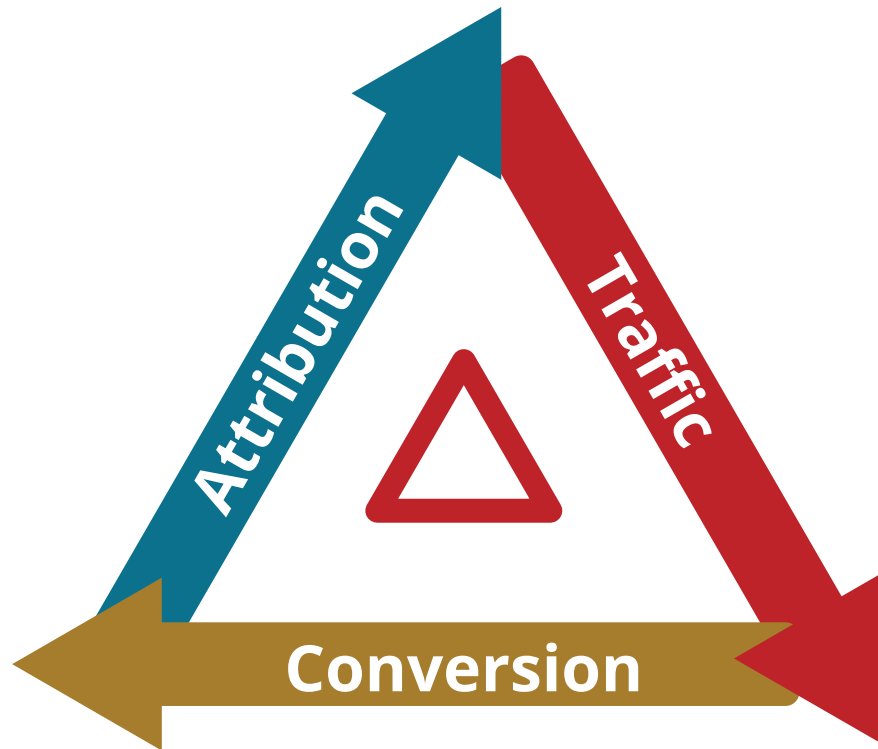
Connect names on your rent roll with specific leads to see complete attribution data for leads who went on to lease.

Part 3

Traffic + Conversion + Attribution



How Attribution Closes the Gap



Creating The Conversion Cloud



Built for Lead Gen

The Conversion Cloud was created to extract as many leads as possible from your existing website traffic.

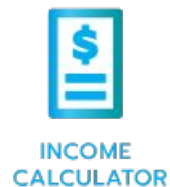
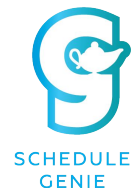
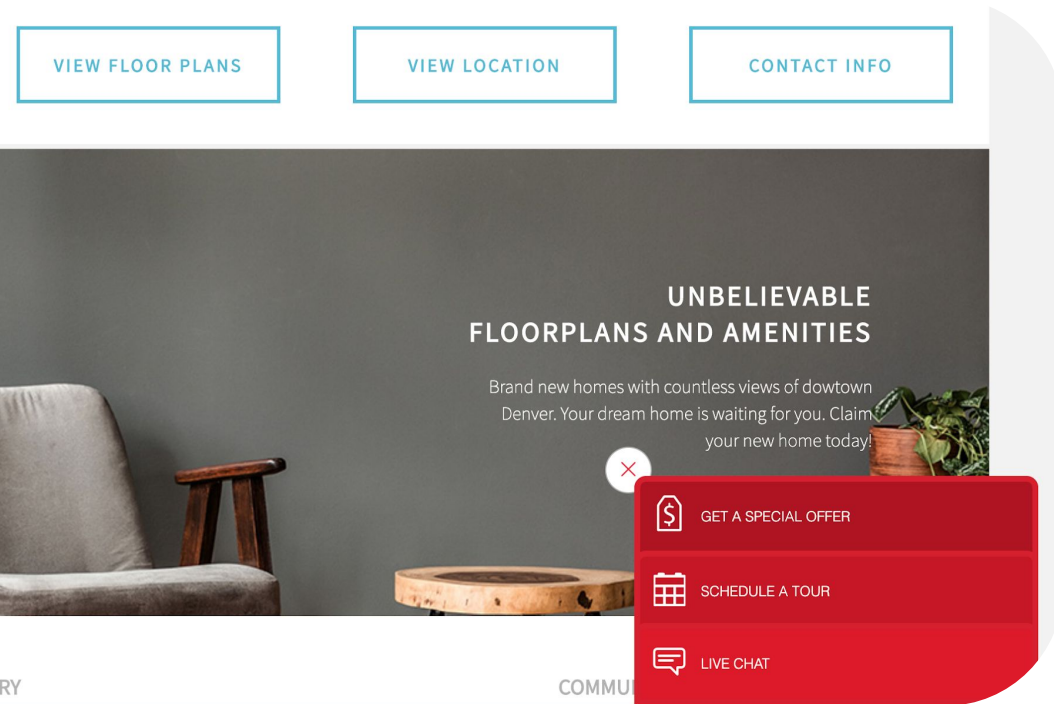
Friction Reduces Action

Friction on community websites impedes prospects from *wanting to convert* and *being able to convert*.

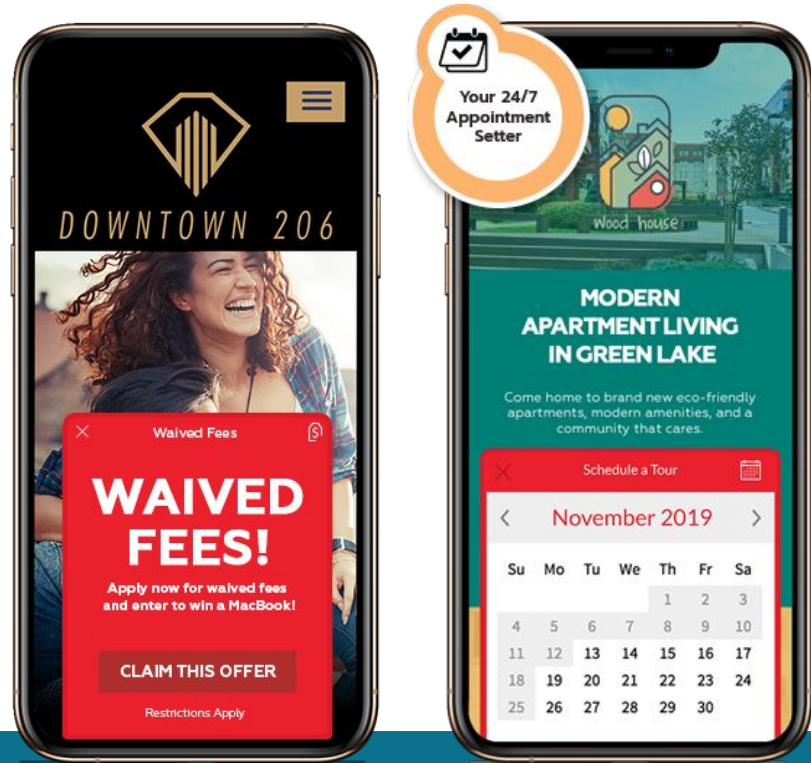
Facilitate More Conversions

The Conversion Cloud accelerates engagement between website visitors and your community.

The Conversion Tools



The Conversion Tools



82%
Lead Lift

Concession Manager

63%
Lead Lift

Schedule Genie

80%
Conversion
Rate

Live Chat

Part 4

Marrying Lead Gen and Attribution



The Pre-Conversion Journey

Clarity
ATTRIBUTION

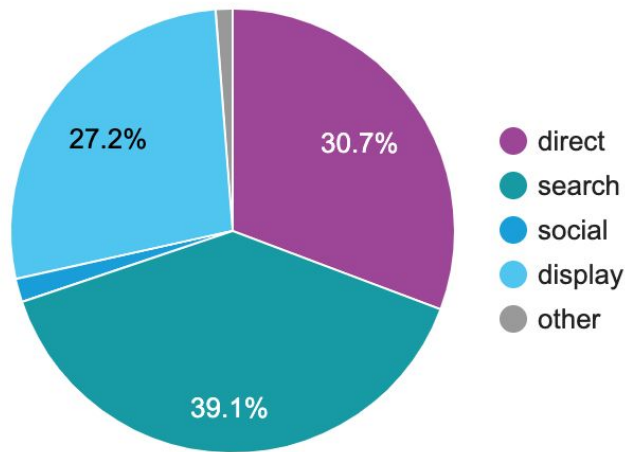
MatchBack

The Post-Conversion Journey

The Pre-Conversion Journey

Track Sessions by Source

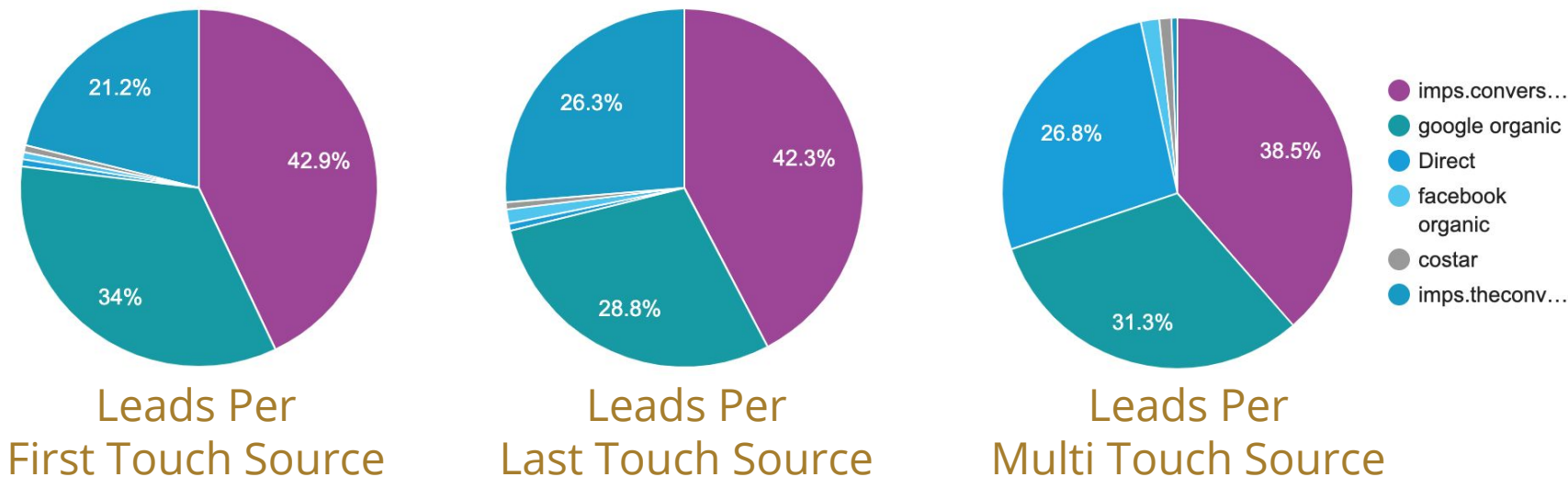
Driving traffic and tracking its source is the first stage in the attribution journey. A visual summary uncovers which channels drive traffic to your community's website.



The Pre-Conversion Journey

Track Leads by Source and Stage in Their Journey

Know the path leads take to your website at various stages in their journey. See the first source that directs leads to your site, the last source, and an aggregation of all sources across their journey.



The Pre-Conversion Journey

Details

FIRST TOUCH

UTM Source: imps.conversionlogix.com

UTM Medium: search

UTM Campaign: st

UTM Content: brand-local

Device Location: Santa Rosa, California US

Device Type: mobile

Device OS: iOS

Referrer: <https://www.google.com/>

Interactions: 2

CONVERSION

Device Location: Santa Rosa, California US

Device Type: mobile

Device OS: iOS

Referrer: <https://www.annadelapts.com/floorplans.aspx>

Interactions: 3

Device Location: Santa Rosa, California US

Device Type: mobile

Device OS: iOS

Interactions: 0

The Lease Journey Visualizer

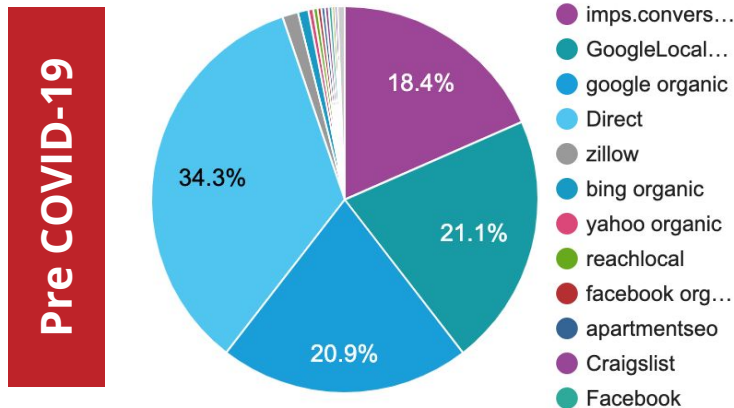
Understanding the sources that drive traffic to your site and produce leads for your team is more important than ever.

Uncover each digital step that a prospect takes before landing on your website.

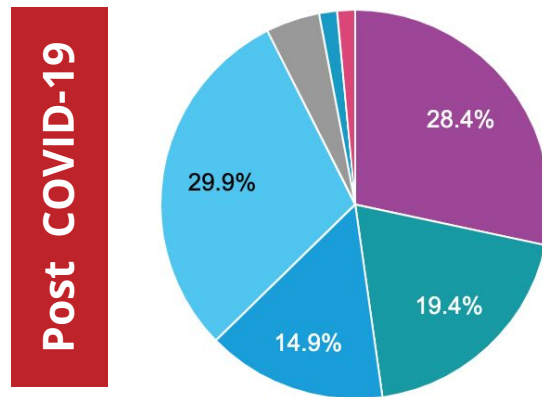
The Pre-Conversion Journey

Using CLarity to Follow Trends

Examining all MFH data from February and comparing it to March data shows the shift in traffic sources as COVID-19 became more severe. During March, the share of lead traffic increased 10% as organic traffic declined and made paid strategies more vital to the success of traffic and lead generation.



Leads Per
Multi Touch Source



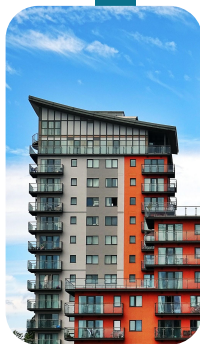
Leads Per
Multi Touch Source

From Lead to Lease



The Final Step in Attribution

With the contact info collected by our Conversion Tools, your community has the power to match lead journey data to specific residents on your rent roll.



Drive Insights, Inform ROI

Uncover the complete, digital journey of all leads that decided to sign a lease at your community. Now your team has insight into which strategies drive leases and the power to assign ROI to your campaigns.

MatchBack Lease Attribution

Matchback Summary

Apps(s) Used By Prospects	Total Matchbacks	Total Leads	Lead to Matchback Conversion Rate
SCHEDULE GENIE RESULTS	15	108	13.89%
CONCESSION MANAGER RESULTS	24	225	10.67%
TOTAL UNIQUE RESULTS	36	318	11.32%

See the Leads Who Leased!

1. Margaret Lee
2. Maria Rodriguez
3. Bruce Johnson
4. Shauna Williams
5. Anthony Gonzales
6. Frank Tuscani
7. Stephanie Alvarez
8. LaTaya Jones
9. Nancy Shoemaker
10. Richard DeAnthony
11. Abi Stevenson
12. Michael Rich
13. ...



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Part 5

Success!





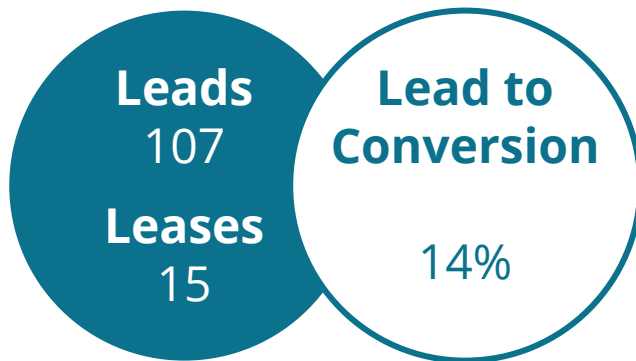
Client Example #1

Client: Multifamily Community

Location: San Antonio

Total Leases: 36

Schedule Genie



Concession Manager



The Journey to Conversion

FIRST TOUCH UTM Source: GoogleLocalListing UTM Medium: organic
Device Location: Chicago, Illinois US Device Type: mobile Device OS: Android
Interactions: 1

UTM Source: GoogleLocalListing UTM Medium: organic
Device Location: Chicago, Illinois US Device Type: mobile Device OS: Android
Referrer: https://www.google.com/ Interactions: 2

CONVERSION UTM Source: imps.conversionlogix.com UTM Medium: search
UTM Campaign: st UTM Term: sitelink UTM Content: sitelink-sg
Device Location: Mountain View, California US Device Type: mobile Device OS: Android
Referrer: https://www.google.com/ Interactions: 1

Notification Type: registration

Message: Thanks for scheduling an appointment at [REDACTED] We'll see you on Feb. 9th @ 03:15pm CDT. txt STOP to opt out

Matchback: A client list was uploaded containing a match for this customer.

Know How Leases Convert

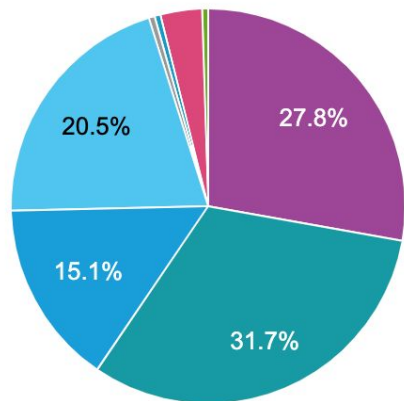
Once you determine which leads went on to lease, your team is able to look back at the digital journey that these leases took.

This provides invaluable information when deciding how to market to an audience that is most likely to lease at your community.

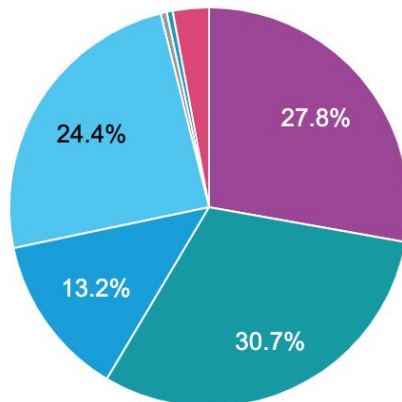


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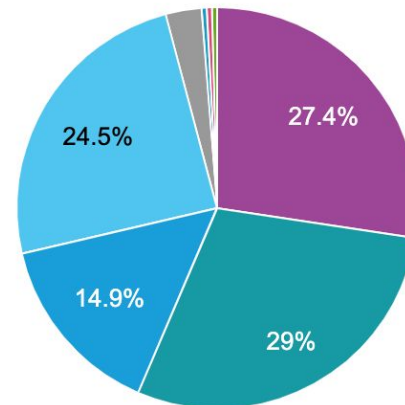
Leads Per Source



Leads Per
First Touch Source



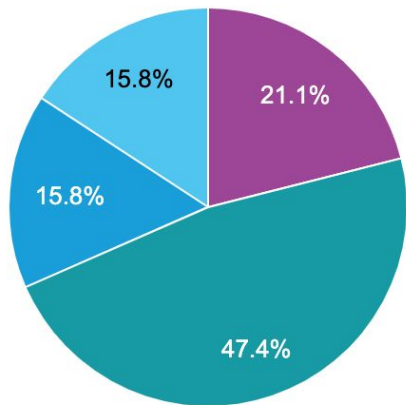
Leads Per
Last Touch Source



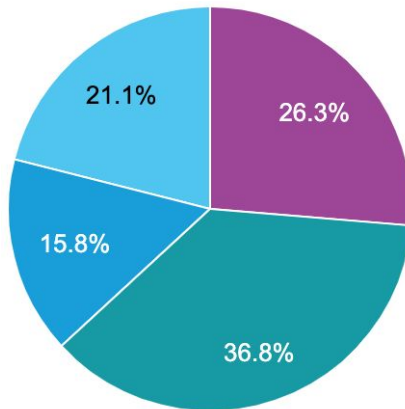
Leads Per
Multi Touch Source

- imps.convers...
- GoogleLocal...
- google organic
- Direct
- zillow
- Company referral
- facebook organic
- bing organic

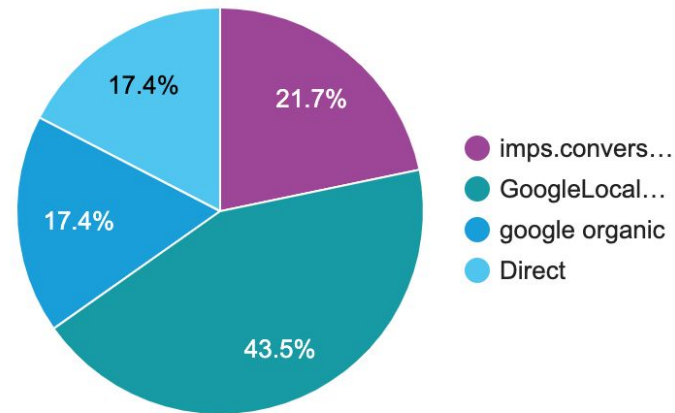
Leases Per Source



Leads Per
First Touch Source



Leads Per
Last Touch Source



Leads Per
Multi Touch Source

- imps.convers...
- GoogleLocal...
- google organic
- Direct



Client Example #2

Client: Multifamily Community
Location: Seattle

Total Leases: 54

Schedule Genie



Concession Manager



The Journey to Conversion

FIRST TOUCH

Device Location: Cupertino, California US

Device OS: Mac OS

Referrer: <https://www.google.com/>

Interactions: 0

UTM Source: imps.conversionlogix.com

UTM Medium: search

UTM Campaign: st

UTM Content: brand-national

Device Location: San Francisco, California US

Device OS: Mac OS

Referrer: <https://www.google.com/>

Interactions: 0

Device Location: Cupertino, California US

Device OS: Mac OS

Referrer: <https://www.google.com/>

Interactions: 0

CONVERSION

Device Location: Cupertino, California US

Device OS: Mac OS

Referrer: <https://www.google.com/>

Multitouch Conversions

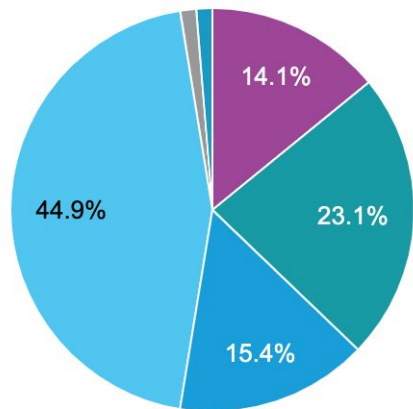
While most prospects convert the first time they visit a community's website, many clients come back multiple times before they are ready to take the next step.

The lease journey visualizer gives communities insights into how long it takes an apartment seeker to convert and which marketing channels the prospect took before they toured and leased.

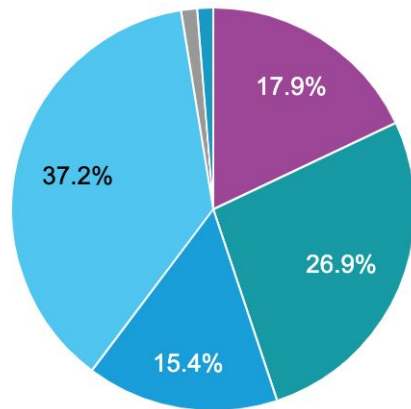


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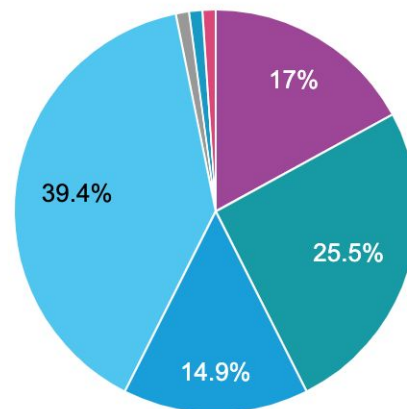
Leads Per Source



Leads Per
First Touch Source



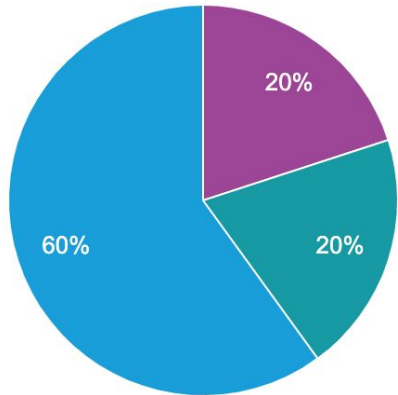
Leads Per
Last Touch Source



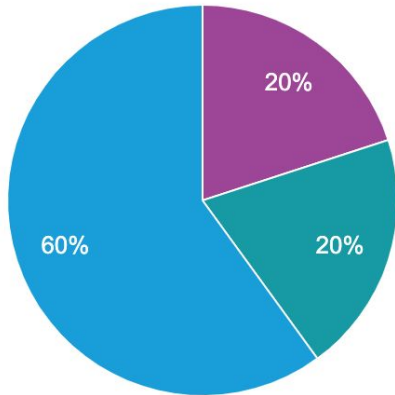
Leads Per
Multi Touch Source

- imps.convers...
- GoogleLocal...
- google organic
- Direct
- Craigslist
- greystarref
- facebook organic

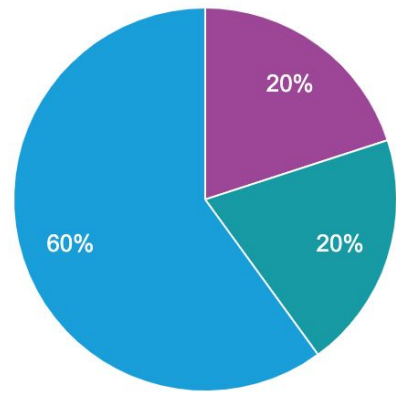
Leases Per Source



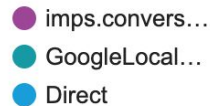
Leases Per
First Touch Source



Leases Per
Last Touch Source



Leases Per
Multi Touch Source



Questions?



Next Week: COVID-19 + Google My Business



MFH Marketing Update

The latest trends in MFH marketing and how your community is affected.

Local Listing Trends

How are apartment seekers engaging with Google Local Listings during COVID-19 and how does that affect your community?

Optimize Your Listings

The strategies and best practices to drive more traffic, conversions, and leases with Google Local Listings.

Want to Learn More?

Reach out to us at
sales@clxmedia.com

Visit us online at
ConversionLogix.com and
schedule a call

