

# EMAIL MARKETING CASE STUDY

How Two Apartment Communities Secured Multiple Leases From An Email Campaign



Two apartment communities located in the outskirts of the greater Seattle area needed help closing their leads. They were looking for a way to re-engage with prospects and prevent them from dropping off the lead funnel. Our team crafted a custom email campaign for each community and sent it to a targeted prospect list.

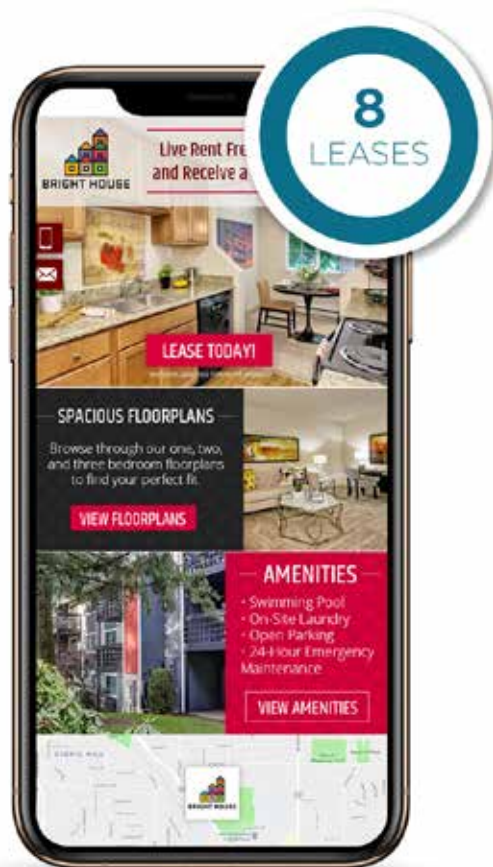
These campaigns highlighted the communities' current promotions and provided multiple points of engagement to help move these prospects to the next step in the leasing journey. 1-2 weeks after the campaigns launched both communities were impressed with their leasing results.

**"Marketing money well spent! Thanks a million!" - Property Management Team**

## RESULTS

Following the launch of their email campaigns, one community secured **5 leases in 10 days** and the other community secured **8 leases within the week**. Both sets of leases were attributable to leads that received and opened Conversion Logix email campaigns.

	List Size	Opens	Open Rate	Click Rate	Leases
Community A	496	118	24%	21%	5
Community B	158	60	38%	8%	8



\*Based on one email campaign per community