

Retargeting and Lead Nurturing

CL | CONVERSION LOGIX®





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The
Conversion
Cloud®



State of the Market

**Understanding the
Online Leasing Journey**

**Retargeting Prospects
Through the Journey**

**Lead Nurturing
Recommendations**



Part 1

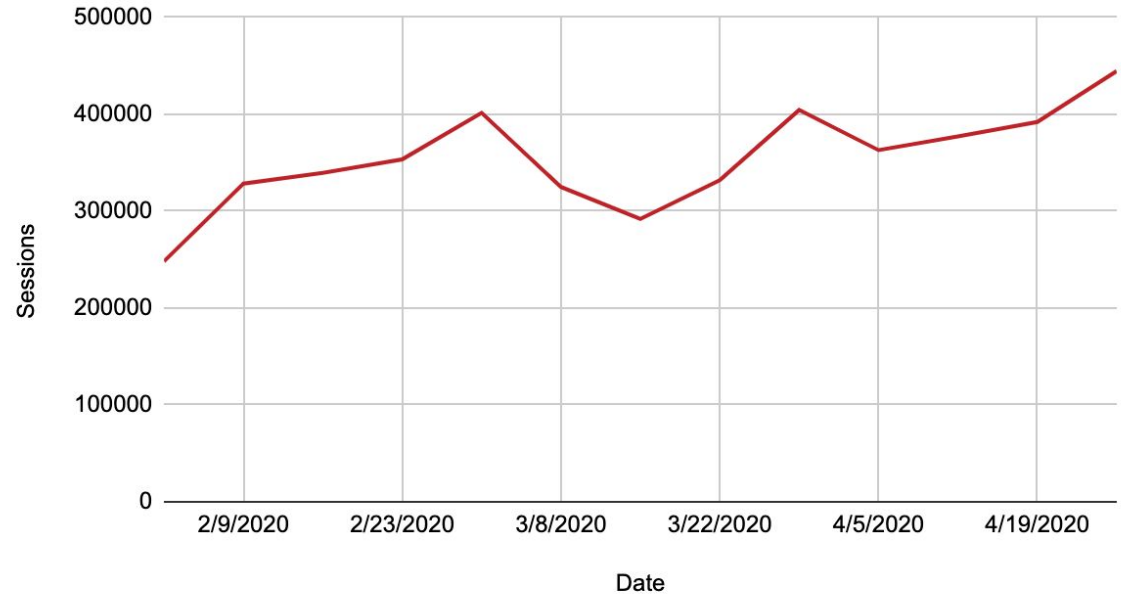
State of the MFH Market





MFH Sessions Over Time

Website Sessions vs. Date (Feb 2 - May 2)



2-Week Over 2-Week Change



Organic Traffic

17.1% ▲

Paid Traffic

4% ▲

Median Change: April 20 - May 3 vs. April 6-19

8-Week Over 8-Week Change



Organic Traffic

9.1% ▼

Paid Traffic

10.9% ▲

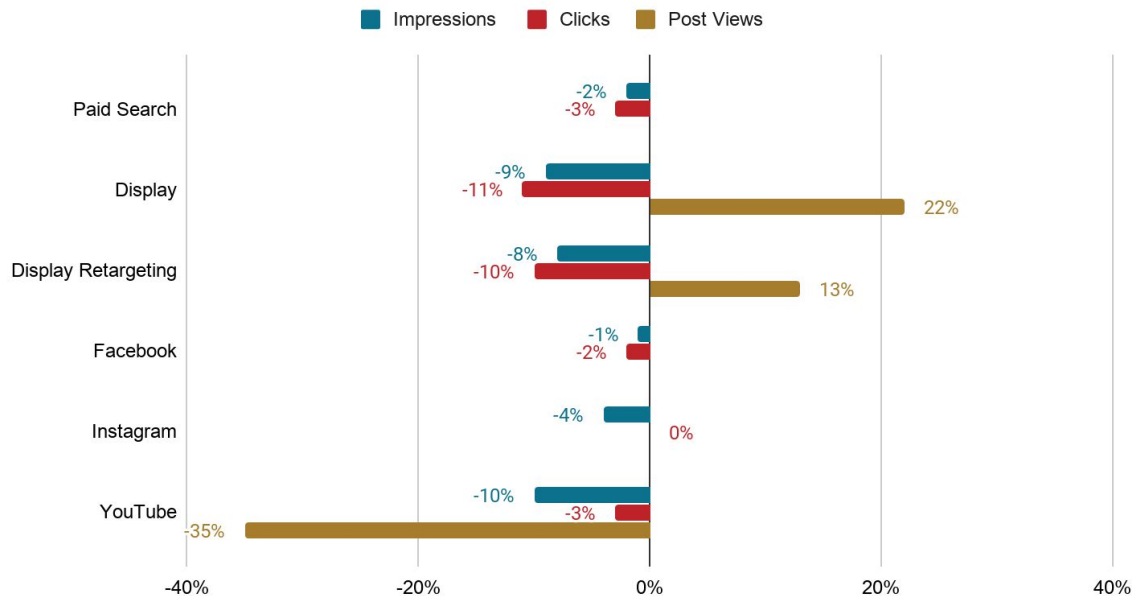
Median Change: March 9 - May 3 vs. Jan 13 - Mar 8



Marketing Performance

2-Week Over 2-Week Change

Impression, Click & Post View Changes (April 27 - May 3 vs. April 20-26)

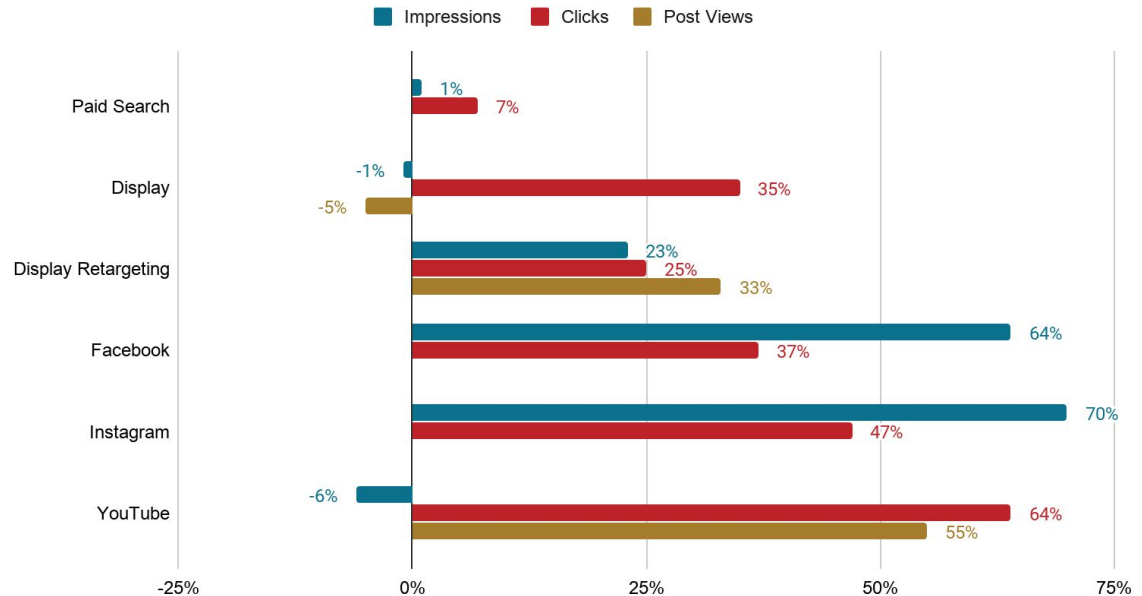




Marketing Performance

8-Week Over 8-Week Change

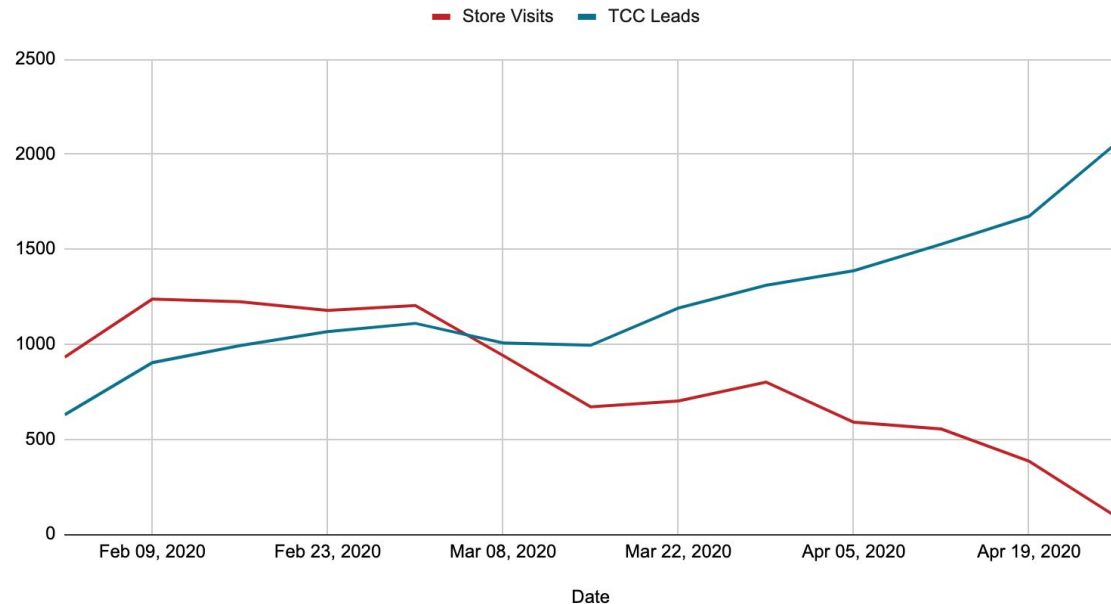
Impression, Click & Post View Changes (March 9 - May 3 vs. Jan 13 - Mar 8)





TCC Leads vs Store Visits

Store Visits and TCC Leads



The Conversion Cloud Lead Increase



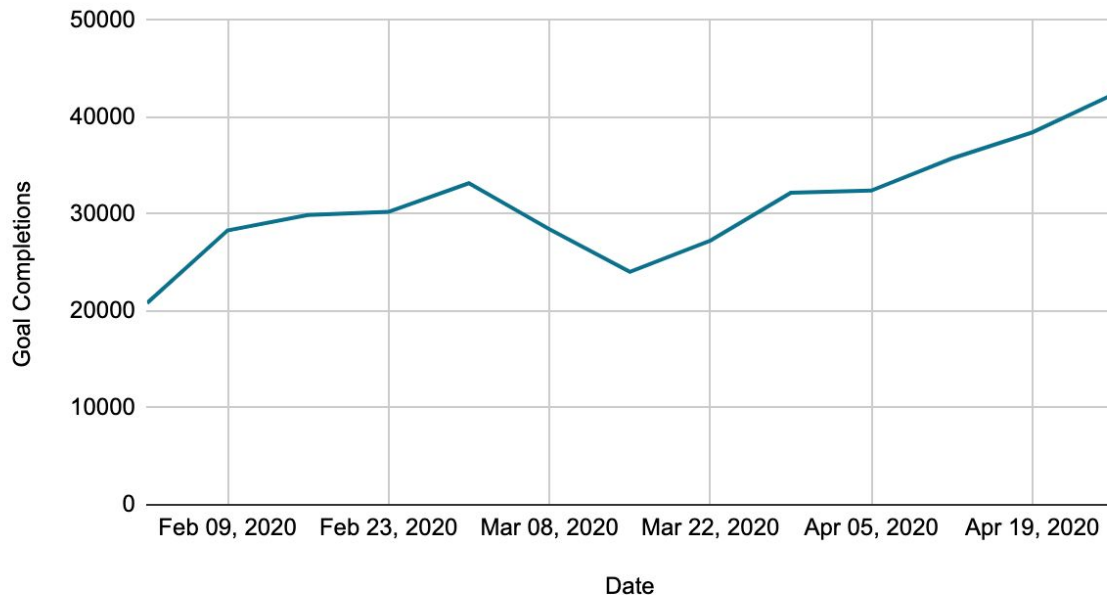
Total TCC Leads
45% ▲

Average Change: March 9 - May 3 vs. Jan 13 - Mar 8



Goal Completions Over Time

Goal Completions vs. Date (Feb 2 - May 2)



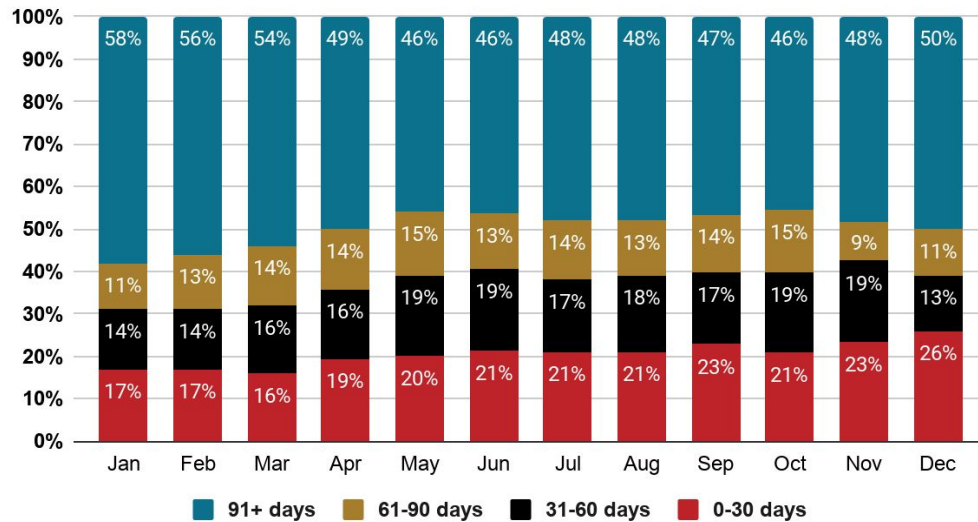
Part 2

Understanding the Online Leasing Journey



The Long Journey to Leasing

Days from Search to Move by Search Month



61+ Days to Lease

63% of April apartment seekers take 61+ days from initial search to move-in. **61% of May apartment seekers** take 61+ days.

91+ Days to Lease

The majority of apartment seekers are taking even longer than 61 days to lease. **49% of April apartment seekers** take 91+ days from initial search to move-in. **46% of May apartment seekers** take 91+ days.

Stages in the Journey

1 Awareness

- Lease is expiring
- Want or need to live in a new location

2 Search

- Research communities
- Visit and revisit a website to gather info
- Ask questions

3 Consideration

- Schedule a tour
- Compare amenities
- Consider floor plans
- Evaluate pricing

4 Decision

- Submit application and get qualified
- Sign a lease

Know Their Journey

Keep the prospect journey stages in mind.

Knowing the stages that prospects go through helps you **deliver a timely message** that speaks to the current needs of that prospect.

Keep prospects engaged during the **search and consideration stages of their journey to drive results.**



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Multiple Website Visits

Back to the Website

Prospects take time before they become a lead. **35% of leads came back for another visit** to the website before converting.

Five Or More Visits

8% of leads visited a single community website 5+ times before converting into a lead. During COVID-19 the percentage of leads that required 5+ touches increased by 12%.

High Involvement Decision

Leasing an apartment is a large decision. We've seen cases of prospects visiting a community website **30+ times before converting**.

Impressions Make an Impact



7+

Make 7+ impressions to **enter a prospects consideration set**

Keep On Targeting

Research has proven that consumers require **multiple exposures to a brand** before they are comfortable taking action.

High involvement purchases can require more than the base level of 7 impressions.

Delivering impressions to prospects who have shown interest in your community **leads to higher conversion rates.**

Keep Prospects Considering

Details

FIRST TOUCH UTM Source: GoogleLocalListing UTM Medium: organic Device Location: Baltimore, Maryland US Device Type: mobile Device OS: Android

Referrer: https://www.google.com/ Interactions: 0

UTM Source: GoogleLocalListing UTM Medium: organic Device Location: Baltimore, Maryland US Device Type: mobile Device OS: Android

Referrer: https://www.google.com/ Interactions: 0

UTM Source: GoogleLocalListing UTM Medium: organic Device Location: Baltimore, Maryland US Device Type: mobile Device OS: Android

Referrer: https://www.google.com/ Interactions: 0

UTM Source: GoogleLocalListing UTM Medium: organic Device Location: Baltimore, Maryland US Device Type: mobile Device OS: Android

Referrer: https://www.google.com/ Interactions: 0

UTM Source: GoogleLocalListing UTM Medium: organic Device Location: Defiance, Ohio US Device Type: mobile Device OS: Android

Referrer: https://www.google.com/ Interactions: 0

UTM Source: GoogleLocalListing UTM Medium: organic Device Location: Defiance, Ohio US Device Type: mobile Device OS: Android

Referrer: https://www.google.com/ Interactions: 0

CONVERSION UTM Source: imps.conversionlogix.com UTM Medium: display UTM Campaign: Retargeting UTM Content: clx

Device Location: Suitland, Maryland US Device Type: mobile Device OS: Android

Referrer: https://aax-us-east.amazon-adsystem.com/e/dtb/adm?b=lnTt48_Z30XkU9zI6JomyLoAAAFxaUEf0QEAAv2AUdegHU&md=6488248073001586608812522&pp=2qlI34&p=1adbqio

Interactions: 1

Notification Type: registration Message: Thanks for scheduling your virtual tour with 1760 Apartments. We'll see you online at Apr. 13th @ 12:00pm EDT. txt STOP to opt out.

Converted After 2 Months

This prospect visited a community website multiple times via organic search, and one day **stopped returning to the site.**

Retargeting ads continued delivering to the prospect after their website visits stopped.

The prospect came upon a Display Retargeting ad **nearly one month later.** The prospect clicked the ad and **scheduled a tour during that website visit.**



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Re-Engage With Instagram

Details

FIRST TOUCH	Device Location: Cincinnati, Ohio US	Device Type: mobile	Device OS: Android	Referrer: https://l.instagram
UTM Source:imps.conversionlogix.com	UTM Medium: display	UTM Campaign: Instagram	UTM Content: FB_Instagram_Reta	
Device Location: Cincinnati, Ohio US	Device Type: mobile	Device OS: Android	Referrer: http://instagram.com/	Interactio
Device Location: Cincinnati, Ohio US	Device Type: mobile	Device OS: Android	Referrer: https://www.thebryantbuckhead.com	
Device Location: Cincinnati, Ohio US	Device Type: mobile	Device OS: Android	Referrer: https://l.instagram.com/	Interac
Device Location: Richmond, Indiana US	Device Type: mobile	Device OS: Android	Referrer: https://l.instagram.com/	Inter
Device Location: Bowling Green, Ohio US	Device Type: mobile	Device OS: Android	Referrer: https://l.instagram.com/	Int
CONVERSION	Device Location: Bowling Green, Ohio US	Device Type: mobile	Device OS: Android	Referrer: https://l.inst
Notification Type: registration				
Message: Thanks for scheduling your virtual tour with Bryant at Buckhead Village Apartments. We'll see you online at Apr. 25th @ 04:00pm				

Staying in Front of Leads

This prospect **clicked through to the community website from a link in the instagram bio** at the end of March.

Two weeks later, she clicked on the Instagram Retargeting ad and **visited the site again**.

That visit **rekindled her interest** in the community, returning to the site three consecutive days in April and **scheduling a tour** on the third day.



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Scheduled Tour 4+ Months Later

Details

FIRST TOUCH	UTM Source: GoogleLocalListing	UTM Medium: organic	Device Location: Unknown	Referrer: http
UTM Source: GoogleLocalListing	UTM Medium: organic	Device Location: Unknown	Referrer: https://www.google.com	
UTM Source: GoogleLocalListing	UTM Medium: organic	Device Location: Seattle, Washington US	Device Type: mobile	
Referrer: https://www.google.com/	Interactions: 0			
UTM Source: imps.conversionlogix.com	UTM Medium: search	UTM Campaign: st	UTM Content: brand-local	Devi
Device Type: mobile	Device OS: Android	Referrer: https://www.google.com/	Interactions: 0	
CONVERSION	UTM Source: imps.conversionlogix.com	UTM Medium: display	UTM Campaign: Retargeting	UTM C
Device Location: Seattle, Washington US	Device Type: mobile	Device OS: Android		
Referrer: https://aax-us-pdx.amazon-adsystem.com/e/dtb/admi?b=ll8e7L9RHpr5wVM-C4uu0ZkAAAFxIXGY4wYAAAxoAag-y6o&rnd=1341553766371585403826158&pp=peiligw&p=10zjk74				
Interactions: 1				
Notification Type: registration	Message: Thanks for scheduling your virtual tour with Wilcox Apartments. We'll see you online			

Staying Top of Mind

This prospect had **four website visits in two months**, reminded to return to the website by the retargeting ads they saw.

The prospect had a **one month absence from the website** and seemed to go cold.

Retargeting ads remained consistent and compelling. After the one month absence, the prospect clicked a Retargeting ad and **scheduled a tour.**



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Part 3

Retargeting Prospects Through the Journey



What is Retargeting?



How it Works

Retargeting allows you to **place ads in front of prospects who previously visited your website.** Show ads across websites or in apps and platforms like Facebook.

To take advantage of retargeting, communities need to **install a special website pixel** on their site that **assigns cookies** on the browsers of their website visitors to **track browsing behavior** on other websites.

These cookies send data to ad platforms and let you **target previous website visitors.**

Benefits of Retargeting



Why it Works

Retargeting **helps you deliver the 7+ impressions it takes** to enter someone's consideration set.

It gives you the ability to **reach a warmer audience** and get the **full return on your initial investment** in awareness campaigns.

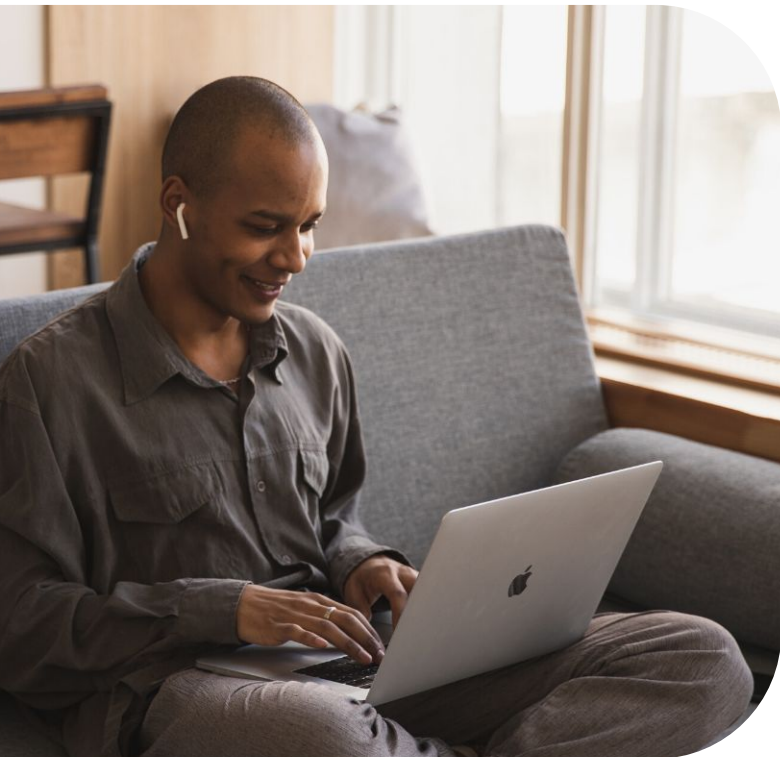
When it Works Best

- Times of uncertainty
- Highly-competitive markets
- When you have a large existing website audience
- When you have a small potential audience



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Top-Performing Retargeting Channels



Display

Facebook

Instagram

Display Retargeting

Advantages

Display retargeting is the **most frequently used retargeting channel**. It allows communities to **reach apartment seekers as they browse thousands of sites**, making it an effective way to reach interested apartment seekers **multiple times in the leasing journey**.

Increase in Sessions and Goals!

16%

Lift in Sessions

26%

Lift in Goals

Facebook Retargeting

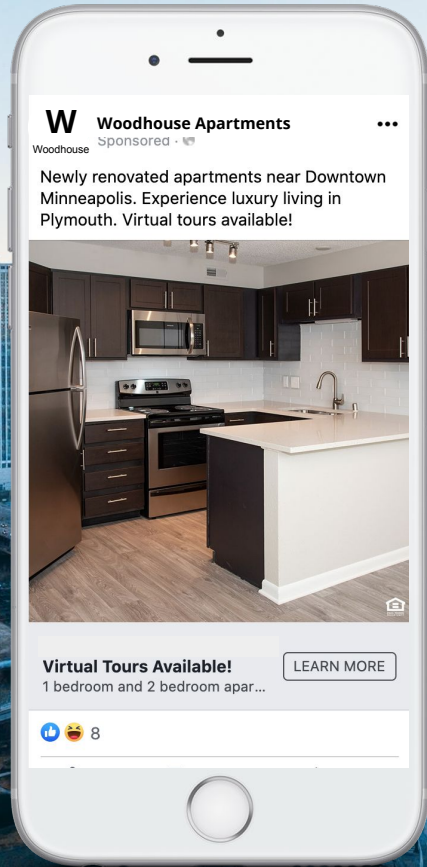
Advantages

Facebook is **effective at driving high-intent prospects to a website** directly from the platform. Facebook ads allow you to communicate **longer messages**, **highlight key information**, and **call out next steps in the leasing process**.

High-Converting Website Traffic

10%

Higher Conversion
Rate Than FB
Awareness



Instagram Retargeting

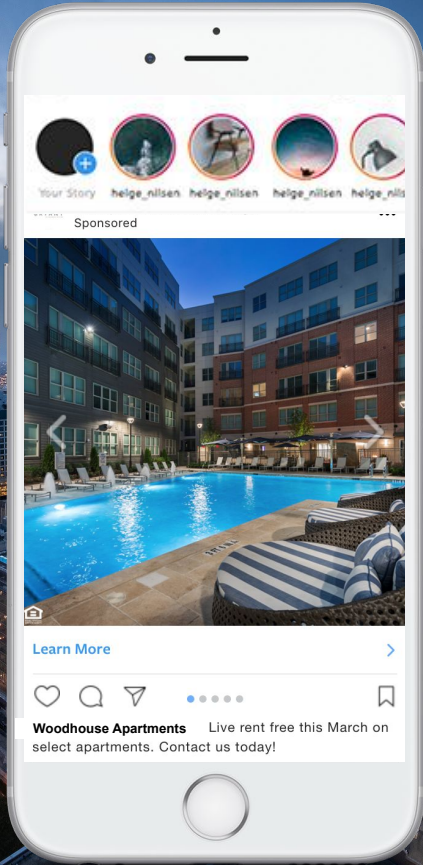
Advantages

Instagram retargeting has had the **highest conversion rates among the retargeting channels**. These highly-visual ad formats give communities the opportunity to show off the **best parts of their community** through **imagery and video**.

High-Converting Website Traffic

9%

Higher Conversion
Rate Than IG
Awareness



Part 4

Lead Nurturing Recommendations





Email Drip Campaigns

What Is an Email Drip Campaign?

Drip campaigns are **a series of emails designed to move prospects through the leasing journey**. At Conversion Logix a drip campaign often consists of **four emails** sent over a **two - four month** time period.

Drip Campaign Benefits

1. **Keeps your community top of mind** when apartment seekers are in the consideration stage
2. **Prompts prospects to connect** with your team by scheduling a tour, claiming an offer or applying for a lease
3. Your team has **complete control of the message** and the delivery of the campaign
4. Has the ability to **re-engage old prospects**



Email Drip Campaigns

What You Should Communicate

1. **Show off amenities and images they did not see** in your social and display ads.
2. Leads won't always be ready to take next steps on their own. **Talk about floor plans, pricing, and concessions** to get leads thinking of next steps in their leasing journey.
3. **Make them aware of next steps** (schedule a tour, claim an offer, see if you qualify, etc).
4. **Let them know best ways to connect** with your team (Phone call, live chat, scheduling a tour, email) .

Email Drip Campaign Tips

- **Use first name customization** to personalize emails and increase opens.
- **Optimize send times** for the best results.



Hello Alfred is a complimentary service we provide our residents that combines intuitive technology with a trusted personal assistant to help you find more time to do the things you love. Your "Alfred" takes care of the little things—from weekly tidying and grocery shopping to delivering your laundry and dry cleaning so you can focus on the big things- like enjoying the upscale amenities at The Center City. We even offer an in-app concierge, so you can ask Alfred for anything, anytime. Hello Alfred is now available to use by all The



Text Nurturing Strategies

What is Text Nurturing?

Communicating with **leads who opted to receive text messages** with the goal of **gauging intent and moving them through the leasing process**. Use text nurturing to send promotions to new leads, prompt warm leads to schedule a tour, or reconnect with prospects who you have not heard from you in a few weeks.

Text Nurturing Benefits

1. Texts have a **higher chance of being seen**. You face less competition for attention in their message inbox.
2. Texts allow for more **instantaneous responses**.
3. **Personalize your messages** with leads at different stages in the journey.

Text Nurturing Strategies

Are you still considering the 2 bed layout we toured last week?

Yes, still one of my options

Let me know if you have any questions I can help with.

What is the application fee?

Normally \$100, but we are waiving all app fees during this time.

Here is a link to the app if you need it:
<http://www.aps-app.com/>

Ok great, appreciate the help!

No problem. Let me know if you have any questions with the application.

The Final Nudge to Lease

1. Even your warmest leads **need motivation and assistance** before signing a lease.
2. Open a **direct line of communication** with your community's warm or cold leads.
3. Text nurturing allows your team to address questions and **keep leads moving forward in the leasing process.**

Tips for Text Nurturing

- Follow up with leads, **gauge their interest** in various floor plans, and **understand their budget.**
- Build a **one-to-one relationship** with prospects to make them comfortable with you and your community.
- Maintain momentum in a lead's leasing journey by **providing quick answers to their questions.**





Key Takeaways

The Leasing Journey is Long

The bulk of apartment seekers are taking **2 or more months** from initial search to move in. It is necessary to **stay in front of prospects through their journey.**

Prospects Need Information as They Consider

Prospects who are searching and considering **need key information to make their decision.** Provide **location, floor plan availability and pricing** and direct them to take next steps.

Retargeting Generates Warm Website Traffic

Returning prospects are more valuable than first time website visitors. Return visitors consistently **convert at a higher rate** than first time visitors.

Lead Nurturing Goes the Distance

Addressing the needs of converted leads signs more leases. **Deliver all info to make a decision** and don't be afraid to **make the final ask.**



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Take Your Next Step

Evaluate your re-engagement strategy

Are you attracting one-time website visitors but failing to convert sufficient leads?

Reach out to us at

sales@clxmedia.com for a one on one consultation!

Visit us online at

ConversionLogix.com and schedule a call.



May 20th A Visit From Google!



MFH Marketing Update

The latest trends in MFH marketing and how they affect your community's strategy

Recent Search Trends

How has search volume and search intent changed in recent weeks and what results can you expect in the coming months?

Questions?

