



# San Jose Lease-Up Attributes 48 Leases to Conversion Logix's Integrated MarTech Strategy

## THE RESULTS

**48**

Leases

**383**

Conversion Cloud Leads\*

**3,895**

Website and Post-View  
Goal Conversions\*\*

**17,088**

Website Sessions



### The Situation

A lease-up community located in San Jose, California, sought a digital marketing partner that could consistently generate high-quality leads.

### The Solution

The community's marketing team hired Conversion Logix to capture, connect, and convert prospects in their target market.

Conversion Logix drove 17,088 prospects to the community's website and converted 385 prospects into high-quality leads through digital advertising and lead generation modules in The Conversion Cloud®.

Within three months, the MatchBack feature in The Conversion Cloud revealed matches to 48 leases, reflecting a **12.53% lead-to-lease conversion rate**.

## Conversion Cloud Conversion Rates

<p>Concession Manager Lead-to-Lease Conversion Rate</p>
<p><b>12%</b></p>

<p>Schedule Genie Tour-to-Lease Conversion Rate</p>
<p><b>16%</b></p>

<p>Live Chat Lead-to-Lease Conversion Rate</p>
<p><b>13%</b></p>

\*Conversion Cloud lead totals were calculated by totaling unique leads generated in The Conversion Cloud platform from November 1, 2020 - January 31, 2021.  
 \*\*Website conversions represent direct and post-view conversions based on goal actions recorded in Google Analytics. These actions include Virtual Tour, Chat, Promo Call-Out, Store Visits, Get Directions, Schedule a Tour, Apply Now, Contact Form, Email, and Call.  
 \*\*\*All of the events and campaign results referenced in this study took place from November 1, 2020 - January 31, 2021.

# The Strategy

Conversion Logix's media team ran a cross-channel advertising campaign to grow the community's website traffic and launched three lead generation modules on the community's website to convert website visitors into leads and tours.

## Search Strategy

Google Ads specialists targeted non-brand, location-specific search terms and brand search terms to place the community at the top of Google search results.

The video advertising team targeted apartment seekers who searched Google for apartments in the San Jose area with a YouTube ad featuring a virtual tour video of the community.

## Display Awareness Strategy

The Display team reached in-market prospects with custom banner ads promoting the community's convenient location in San Jose while encouraging prospects to visit the community's website and schedule a tour.

## Social Awareness Strategy

Conversion Logix launched a Facebook and Instagram video ad campaign targeting local apartment dwellers. Throughout the campaign, the ads promoted concessions, the community's location, and a virtual tour video to help the community fill vacancies for a specific floor plan.

## Retargeting Strategy

To re-engage prospects who visited the community's website early in their leasing journey, Conversion Logix ran retargeting ads across Display networks, Facebook, and Instagram.

## Lead Generation Strategy

The community's lead generation strategy was critical to helping the community attribute marketing activities to leases.

- Schedule Genie® generated 227 self-scheduled tours resulting in 37 leases.
- Promoting "Up to 8 Weeks Free" and "Take a 1-Bd Tour Now" in Concession Manager™ generated 147 leads and 18 leases.
- Conversion Logix Live Chat agents converted 60 chat conversations into leads, resulting in eight leases.



## KEY TAKEAWAYS

1. Collecting lead information on their website **early in the leasing journey** enabled the community to improve **lead-to-lease attribution**.
2. Cross-channel advertising reaches prospects throughout the leasing journey, resulting in higher conversion rates.



— Seattle —  
17921 Bothell Everett Hwy.  
Suite 105  
Bothell, WA 98012

— Austin —  
1927 Lohmans Crossing Rd,  
Suite 101  
Lakeway, TX 78734