

EMAIL MARKETING CASE STUDY

How Two Apartment Communities Secured Multiple Leases From An Email Campaign



CONVERSION LOGIX®

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.

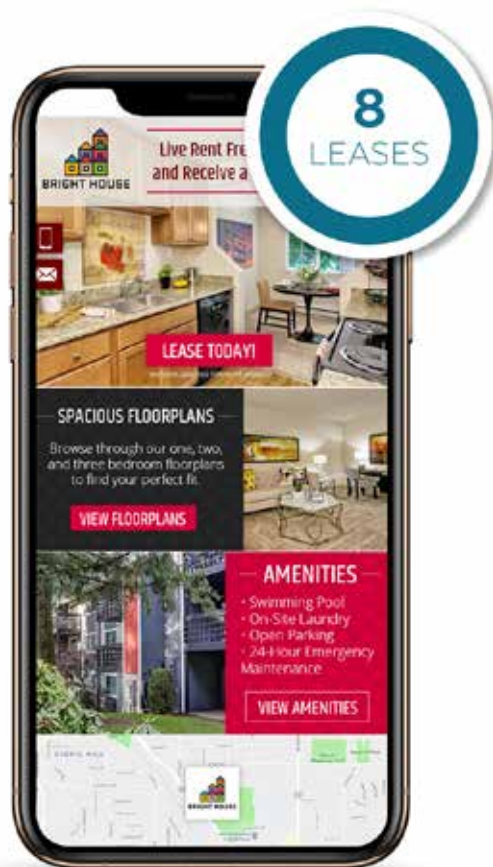
These campaigns highlighted the communities' current promotions and provided multiple points of engagement to help move these prospects to the next step in the leasing journey. 1-2 weeks after the campaigns launched both communities were impressed with their leasing results.

"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