

New Jersey Co-Op Attributes 200% Conversion Lift to Omnichannel Marketing Campaign

THE RESULTS

- Ad Impressions: **536,151**
- Video Views: **12,876**
- Total Clicks: **9,876**
- Campaign Engagement: **67.32%**



The Situation

A community in New Jersey needed a strategic, creative digital marketing strategy to reach prospective residents. Faced with a tight budget, the high cost of paid search keywords, and a saturated market, this community sought a fresh digital marketing strategy to stand out and capture the attention of potential residents.

The Solution

After analyzing the local market, Conversion Logix® launched a compelling video advertising campaign strategy to increase reach and brand awareness. The property-specific YouTube ad generated over 160,000 impressions, resulting in 1,304 website sessions. **Integrating a video strategy maximized the results of their decreased media budget, resulting in a 200% month-over-month conversion rate lift.**

Results Breakdown

Campaign Metrics	December Results	January Results	M-o-M Increase
Website Conversions	46	138	200%
Video Clicks	904	2,418	167%
Video Impressions	54,283	106,142	96%
Ad Clicks	4,124	5,752	39%

*These campaign and traffic results were based on data from December 1, 2023 to January 31, 2024.

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The Strategy

Conversion Logix's creative team optimized a CLTV video to create a compelling YouTube video campaign to **drive engagement and attract a new audience**. The YouTube ads built awareness among local luxury apartment seekers highlighting desirable amenities resulting in increased website traffic, and more website sessions despite a decreased budget.

Social Strategy

Our social team targeted in-market apartment seekers on Facebook and Instagram, **generating 57,734 impressions and 1,696 clicks to the community's website**. Throughout the campaign, the ads promoted concessions, the community's location, and a virtual tour video to help the community fill vacancies for specific floor plans.

Video Strategy

The Conversion Logix team transformed the CLTV video to create a YouTube video campaign that attracted quality leads and showcased the community's unique features. The video advertising team targeted apartment seekers who searched Google for apartments in the New Jersey area with a YouTube ad featuring a video of the community.

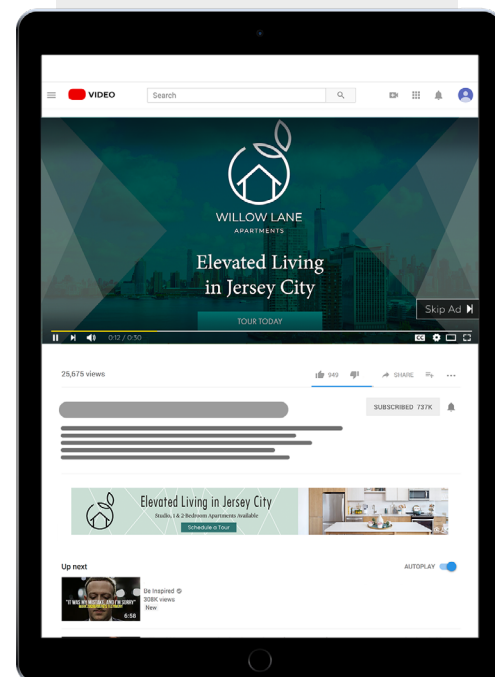
Retargeting Strategy

Conversion Logix ran retargeting ads across Display networks, Facebook, and Instagram to re-engage prospects who visited the community's website early in their leasing journey. This enabled the community to **stay top-of-mind throughout their target market's leasing journey**.

*Results were based on data from December 1, 2023 to January 31, 2024

KEY TAKEAWAYS

1. To attract quality leads with a limited budget, find strategic, impactful opportunities to target prospective residents.
2. Expand your online presence with media across multiple platforms to unlock a larger audience. You'll attract new and existing leads with fresh, creative content.
3. YouTube is a compelling strategy for generating traffic in a competitive market due to the channel's massive reach.



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