

CASE STUDY

Arizona Apartment Community Drives 26 New Leases With Move-In Bonus

The Results

- **26** Leases
- **98** Leads
- **204%** Increase in Post-View Conversions
- **38%** Increase in Clicks
- **72%** Increase in Post-Views



The Situation

A community in downtown Mesa, AZ faced challenges with low occupancy rates and intense competition from surrounding properties with more sought-after amenity offerings. To draw in prospects, they needed to offer a vague yet interesting concession to prevent competitors from offering a similar concession.

The Solution

They launched a "Move-in Bonus," effectively driving conversions and generating move-ins. Spotlight™, a [Conversion Cloud®](#) website application, enabled the client to attract highly qualified leads and incentivize them to share their contact information without marketing a specific concession. The strategy was to leverage the bonus as a closing tool during property tours while promoting six weeks of free rent publicly. This approach kept competitors uninformed about the specific "Move-in Bonus" offer, allowing our client to gain an edge.

35% of all Conversion Cloud leads engaged with a Conversion Logix digital advertising ad before converting on the website, demonstrating the media's effectiveness in reaching targeted prospects. A noteworthy **70% of leads converted on their initial website visit**, highlighting the lead quality and the need for multiple engagement applications to capture valuable lead data.

"It's fantastic to see how effective The Conversion Cloud apps are in encouraging website visitors to engage and provide their contact information for my team to follow up. The Conversion Cloud is a game-changer for us to attract prospects to our property!"

Brian Patton
Regional Marketing Strategist

The Strategy

In an effort to remain discreet while continuing to attract prospective renters, our team leveraged The Conversion Cloud to advertise concessions and book tours. The property manager revealed the vague offer to the lead after they submitted their information with the goal of convincing them to come to the property for a tour.

Search Strategy

Our paid search experts launched a Google Ads campaign targeting keywords related to non-brand, location-specific apartments, specifically one- and two-bedroom units. We also included brand-related keywords. To increase ad engagement, we emphasized the community's central location and welcoming environment. As an incentive, we advertised up to six weeks of free rent for 13-month leases.

Lead Generation

Our strategic lead generation applications and strategies were instrumental in increasing the community's occupancy rate. By offering incentives like concessions, in-person tours, and a special bonus for one- and two-bedroom apartments, we successfully delivered qualified leads that converted into signed leases.

 **35** Tours Scheduled

 **63** Offers Claimed

 **98** Total Leads

 **26** Leases

KEY TAKEAWAYS

- 1. In a competitive market**, offering creative and unique concessions can be a powerful tool to differentiate a property and attract high-quality tenants. By thinking outside the box and providing a nondescript incentive that is revealed during a tour, you can gain a competitive edge and increase occupancy rates.
- 2. Leveraging multiple lead website applications** enables your community to achieve stabilization faster by encouraging conversions with action-oriented prompts and enticing offers.

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