



Lease-Up Builds Brand Awareness With Multi-Channel Video Advertising

THE RESULTS

150,871
YouTube Video Views

77,476
CLTV Impressions

16,287
Website Session from Video Advertising

529
Website Goal Completions from Video

86,701
Instagram Stories Impressions



The Situation

A new construction lease-up located in the international district of Seattle needed to build brand awareness of their property while promoting their MFTE program and concessions.

The Solution

The Conversion Logix® team developed a robust video advertising campaign across multiple media channels to reach local prospective residents at scale. This campaign reached prospective residents throughout their leasing journey with both brand awareness and retargeting ads. This helped the community increase awareness, remain in their prospects' consideration set, and generate leads.

Leads Attributed

40%

Conversion Logix® Advertising

Leads Attributed

24%

Google Organic

Leads Attributed

29%

Direct Traffic

*All of the events and campaign results referenced in this study took place from 5/1/2022 - 7/31/2022.

The Strategy

In an effort to reach apartment seekers where they spend the most time online, we launched a video campaign across YouTube, Instagram Stories, TikTok, and connected TV networks. This enabled us to showcase the community's apartments and amenities in a visually engaging way while maximizing reach across various video platforms.



YouTube

81% of U.S. adults watch YouTube (Pew Research), making it the perfect channel for scaling brand awareness with video. For this community's campaign, we developed a six-second bumper ad and a 30-second skippable video ad to maximize reach across YouTube's most valuable ad placements. Our operations team leveraged YouTube's unique targeting capabilities to reach prospects directly searching Google for apartments in the Seattle area.

Instagram Stories

Instagram is especially popular among Millennials and Gen Z, with 60% of users between the ages of 18-34 (Hootsuite). Adding this video strategy to the community's campaign enabled the community to reach a huge demographic of renters in the Seattle market.

TikTok

The newest rising star in the social media landscape, TikTok is outpacing Instagram for app downloads, capturing the attention of both Gen Z and Millennials. To engage local renters on this growing platform, we developed short-form video ads highlighting the community's location, brand, amenities, and units.

CLTV

In addition to social video, connected TV has risen in the ranks of media channels as people turn to streaming services over cable TV. By placing non-skippable ads in these channels, we were able to reach prospects across a variety of devices and networks, reinforcing the brand and increasing the reach of the campaigns.

Lead Generation Strategy

The Conversion Logix team added three Conversion Cloud® applications to the community's website: Schedule Genie®, Spotlight, and Live Chat. These applications helped the community automatically schedule appointments, promote a six weeks free concession, promote an MFTE program, and answer questions.

The majority of leads from Conversion Cloud applications found the website from a Conversion Logix ad or searched for the community either directly or organically. These results reflect the effectiveness of a multichannel paid advertising strategy for directly and indirectly generating high-intent leads.

KEY TAKEAWAYS

1. Multichannel video campaigns offer greater opportunities to reach new audiences and re-engage existing ones in new ways.
2. Investing in video assets that can be repurposed across a variety of channels is an efficient way to design a multichannel campaign.
3. Reach prospects where they are. Stay up to date on the most watched platforms and ad formats to get the most from your campaign investment.



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