



CASE STUDY

Conversion Logix® Delivers 14X Return on Ad Spend to Affordable Housing Community in Austin, TX

The Results

- **9** Leases Attributed to Conversion Logix®
- **246** Leads Generated with The Conversion Cloud®
- **14X** Return on Ad Spend (ROAS)

The Situation

Austin's budget-conscious renters are often forced to compromise on quality or location due to rising rent costs. This new apartment community gave these renters a better option offering modern amenities and a comfortable living experience without breaking the bank. By redefining affordable housing, the property aimed to attract renters who sought both value and style to reach occupancy.

The Solution

After evaluating this local market, Conversion Logix® implemented a creative advertising campaign to increase awareness and attract qualified renters. To effectively promote the new property, our team launched a campaign focusing on starting rents, while using highly relevant keyword variations. To reach more prospects, we included Spanish-speaking keywords within this campaign due to a large Hispanic population. Our team also integrated an "Affordable Housing" module on the property's website using The Conversion Cloud® to capture leads generated. The combination of digital marketing and conversion tools implemented on the property's website allowed their team to capture, connect, and convert prospects into residents.

Results Breakdown

The Conversion Cloud® Lead Attribution

Schedule Genie®	94
Spotlight™	94
Live Chat	52
Claire AI+	6
Total Leads Generated	246

Lead Generation Strategy

To extend availability beyond traditional business hours, our team implemented Schedule Genie®, an automated tour scheduling application, and Spotlight™, an offer promotion application. These tools allowed prospective residents to schedule tours and claim offers 24/7, generating a steady stream of qualified leads. Our team also added Income Calculator, a pre-qualifier application to speed up the qualification process and assist the team in prioritizing applicants. Recently, we added another Conversion Cloud module labeled “Affordable Housing” that sends information to prospects interested in the program. Offering this information through the module streamlined the lead pipeline process, delivering **23% more leads in the 30 days preceding this module add-on.**

How We Calculated Return on Ad Spend (ROAS)

To calculate the value of a move-in, we used the average length of stay at the community multiplied by the average rent cost and then multiplied that by Conversion Logix attributed move-ins.

Avg. Length of Stay: 12 Months

Avg. Room Cost Per Month: \$1,156

$12 \times \$1,156 = \$13,872$ Per Move-In

$\$13,872 \times 9$ Move-Ins: \$124,848 Total Move-In Value

$\$124,848 - \8207.77 Ad Spend = **\$116,640.23 ROAS**



*These campaign and traffic results were based on data from July 27, 2024, to November 5, 2024.

KEY TAKEAWAYS

1. By understanding your target audience's needs, you can create authentic, strategic messaging that captures and connects with them online, driving more conversions and delivering quality leads.
2. Integrating your digital advertising efforts with effective website lead-capture strategies can generate a steady stream of qualified candidates.

UNCOVER NEW OPPORTUNITIES TO REACH YOUR FUTURE RESIDENTS

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