



CASE STUDY

Conversion Logix® Delivers 305 Leads to Affordable Housing Community in Austin, TX

The Results

- **305** Leads Generated with The Conversion Cloud®
- **1 Million+** Impressions Delivered
- **722** Post-Views

The Situation

An apartment community in the competitive Austin rental market faced the challenge of attracting renters to older, more affordable communities since they were often built in the 1980s and lacked modern amenities. However, this community was new and offered a host of modern amenities while still maintaining affordability. Their goal was to raise awareness to make local renters aware that they don't have to compromise on quality or features in order to find a budget-friendly living space.

The Solution

After evaluating the area of this local market, Conversion Logix® implemented a comprehensive advertising campaign to increase reach and awareness surrounding the opportunities for this community. To effectively promote the new property, our team developed advertising campaigns emphasizing their numerous amenities and competitive pricing. To further enhance visibility, we integrated "Affordable Housing" modules on the property's website using The Conversion Cloud® to capture leads generated. Coupled with the video, social, and retargeting strategy, the conversion tools implemented on the community's website allowed our team to help this community capture, connect, and convert prospects into residents.

Results Breakdown

The Conversion Cloud® Lead Attribution

Income Calculator:	151
Schedule Genie®	54
Spotlight™	71
Live Chat	29
Total Leads Generated	305

Impressions by Channel

YouTube	842,141
Display	244,488
Social	90,143
Paid Search	22,804

The Strategy

In our efforts to create a comprehensive marketing strategy, we leveraged YouTube, retargeting, and The Conversion Cloud®. To reach a wider audience, we introduced Spanish-language ads and keywords, aligning with the high Hispanic demographic. Additionally, we implemented a Precision Mobile Targeting campaign aimed at Housing Authorities to capture potential applicants seeking "Affordable Housing" vouchers.

YouTube

YouTube sees over 122 million daily active viewers, and is one of the top social platforms today. In our effort to increase awareness, our team harnessed the power of YouTube and created an ad campaign showcasing the community's modern amenities, bright and welcoming floor plans and the affordable housing aspect of the community. **The video resulted in 842,141 impressions and 56,109 views.** This brought the **cost per view to \$0.03.**

Retargeting

Leveraging retargeting showed significant success with this campaign. Our team was able to re-engage prospects on YouTube and Display creating more opportunities to convert. When evaluating the YouTube campaign, we saw that **782,337 impressions were from strategic retargeting.** If we look at Display, we see **135,185 impressions** were from retargeting. This enabled the community to stay top of mind throughout their target market's leasing journey.

Lead Generation

To extend our reach 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. We recently added another TCC module labeled "Affordable Housing" to further highlight this program. This streamlined the lead pipeline process and drove **62% more leads in the 30 days preceding this module add-on.**

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

KEY TAKEAWAYS

1. By truly understanding your audience, you can strategically position your message to capture them online, driving 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.
3. Staying top of mind is integral to converting prospects into leads when the market is saturated with options for your potential residents to choose from.

UNCOVER NEW OPPORTUNITIES TO REACH YOUR FUTURE RESIDENTS

[Schedule a Call to Learn More](#)

866.297.4914 | contactus@clxmedia.com

© Copyright 2021 Conversion Logix®, Inc. All Rights Reserved. 1/7/2025