

CASE STUDY

Grand Prairie Luxury Community Boosts Occupancy by Over 20 Points in Six Months

The Results

- **38.97%** Leased → 60–65% Occupancy
- **46,067** New Visitors from Paid Media
- **215** Spotlight™ Leads
- **62** Calls



The Situation

A 272-unit luxury apartment community in Grand Prairie, TX, was only 38.97% leased at the start of 2025. The property faced two major challenges: ongoing evictions and move-outs, and operating in a **competitive Dallas-Fort Worth market** where luxury communities compete aggressively for renters. The property's marketing team partnered with Conversion Logix® to reverse the trend and accelerate occupancy growth.

The Solution

Conversion Logix deployed a diversified full-funnel strategy to increase awareness, nurture prospects, and drive conversions. The campaign mix included **Paid Search, YouTube, Paid Social, Display, SEO, GBP Accelerator, and The Conversion Cloud®**.

To further strengthen performance, the team added **Precision Mobile Targeting Plus** in March (one month after launch).

Despite the headwinds of evictions and a crowded luxury market, this \$5,000/mo strategy enabled the community to grow occupancy to 60–65% within six months.



Grand Prairie
This community was located 20 miles from Fort Worth and 16 miles from Dallas.

The Strategy

Our team executed a **multichannel campaign** to build awareness, re-engage interested renters, and convert them into qualified leads. YouTube and Paid Search introduced the community to the market, Display and Social campaigns kept the property top-of-mind, and The Conversion Cloud® applications captured and converted renter interest. Adding **Precision Mobile Targeting Plus in March** expanded reach and reinforced performance, helping the property overcome ongoing move-outs and lease churn.

Awareness Strategy

- **YouTube** advertising was the #1 driver of traffic, generating **33,317 sessions, 115,509 video views, and 855 key events**. These video ads leveraged Google's Demand Gen behavior targeting and AI bidding optimization strategies to reach high-intent apartment seekers at scale.
- **Facebook and Instagram campaigns achieved a high 4.94% CTR**, building brand awareness among local apartment seekers through high-engagement ad placements.
- **Data-Driven Display** delivered 210,010 impressions, scaling reach across thousands of websites.
- **Precision Mobile Targeting Plus**, layered in hyper-local targeting, keeping the community in front of mobile users across key locations.

Retargeting Strategy

- **Display Retargeting** promoted offers across the web to re-engaged renters who had previously visited the property's website. This campaign generated 612,147 impressions within a six-month period.
- **Post-view conversion activity shows that Display campaigns generated 438 conversions**, including phone calls, contact form submissions, virtual tours, apply now clicks, and clicks for directions.

Lead Capture Strategy

- **Paid Search** captured high-intent renters actively looking for luxury apartments in the Dallas-Fort Worth area.
- **Our Offsite SEO and Google Business posting service** ensured visibility in local organic search results.
- **We leveraged Spotlight**, a promotional app within The Conversion Cloud® suite, to showcase offers and calls-to-action like "Get Up to 4 Weeks Free + Washer & Dryer", "Get 8 Weeks Free", and "Take a Virtual Tour Now," which generated 215 leads.

Campaign results represent data from February 2025 to August 2025. Occupancy results represent trend data tracked over the same period.

KEY TAKEAWAYS

- 1. Diversify your mix.**
Use awareness, retargeting, and lead capture together to counter market headwinds and accelerate occupancy.
- 2. Invest in video to drive scale.**
YouTube's reach and engagement made it the top performer, generating thousands of sessions and views.
- 3. Capture interest with strong CTAs.**
Promote offers and virtual tour prompts across your website to help convert attention into qualified leads.

**UNCOVER NEW OPPORTUNITIES TO
REACH YOUR FUTURE RESIDENTS**

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