

CASE STUDY

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

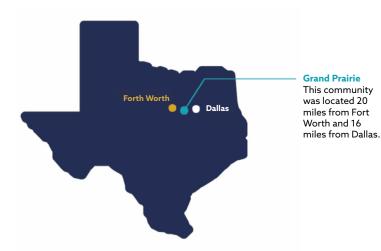
The Results

- **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.

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 Al 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 reengaged 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.

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.