



CASE STUDY

117 Leases in 4 Months: Vancouver, WA Apartment Reaches Stabilization

The Results

- **117** Leases
- **20%** Occupancy Growth (77% → 97%)
- **103** Conversion Cloud® Leads
- **20,146** New Website Visitors



The Situation

A 587-unit apartment community in Vancouver, WA was 77% leased and needed to accelerate leasing velocity to reach stabilization. The client sought out **Conversion Logix®** to implement a digital advertising strategy that could generate awareness, convert prospects into leases quickly, and help the community reach full occupancy faster in a market with steady renter demand and relatively low competition.

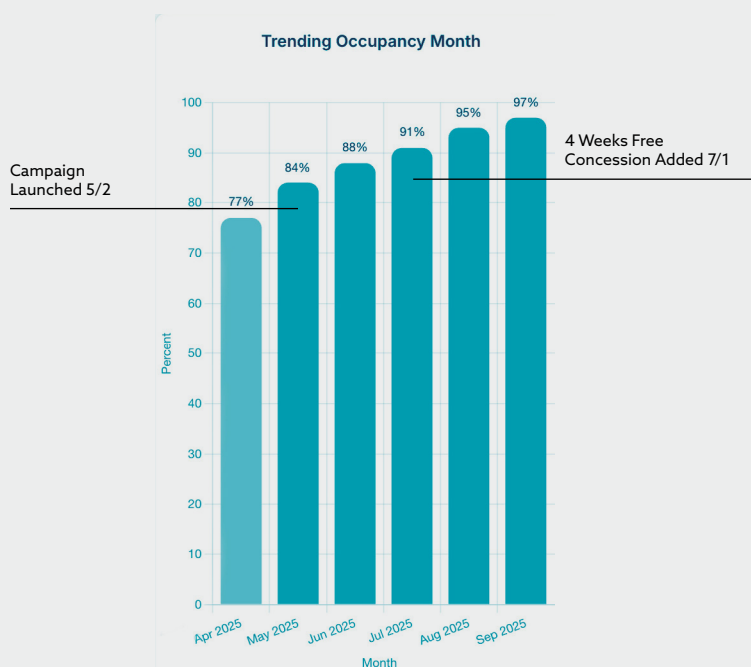
The Solution

Conversion Logix® implemented a cost-efficient, multichannel digital campaign to generate awareness, retarget interested prospects, and drive lead conversions. By highlighting a "4 Weeks Free" concession mid-campaign, the property accelerated leasing velocity and secured 117 leases, reaching 97% occupancy in just four months.

Concession Impact

MoM click-through rates increased for two of the three ad channels when the concession was added on July 1st.

- YouTube CTR ↑ 20% (3.43% → 4.12%)
- Facebook CTR ↑ 38% (0.79% → 1.09%)



The Strategy

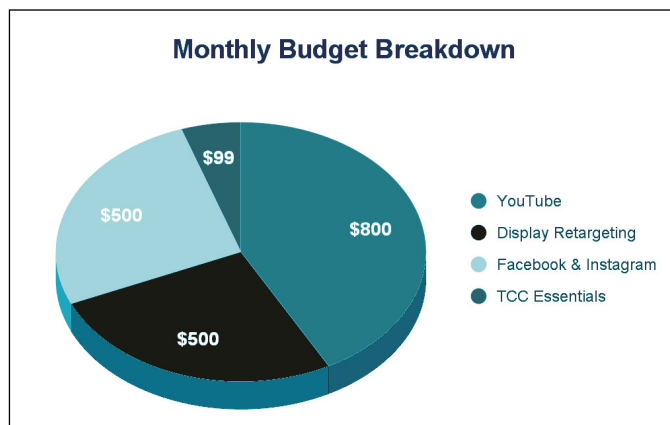
Our team designed a multichannel strategy to capture renters' attention at every stage of the leasing journey. YouTube Ads and Paid Social channels introduced the community to local renters, while Display and YouTube Retargeting re-engaged prospects, and our lead generation software, The Conversion Cloud®, converted them into leads. This cohesive funnel approach ensured consistent visibility and steady lease conversions.

Awareness Strategy

- Our team ran Facebook and Instagram Dwellers campaigns to attract local renters and maintain awareness. This strategy generated 244,534 impressions and 2,786 clicks, and 1,908 new users to the website. A Conversion Paths report from Aug 27-Sep 26 in Conversion Logix iQ (CLiQ) revealed that this campaign was highly effective as a discovery channel. When analyzing the top 15 paths prospects took before converting, "Paid Social > Organic Search" was the top path with 44 attributed conversions.
- We leveraged YouTube ads for early-funnel brand discovery and engagement. This campaign was the most influential traffic driver with 47,190 video views, 17,209 new website users, and 104 key event conversions.

Retargeting Strategy

- Display Retargeting and YouTube Retargeting converted interest into action by re-engaging previous website visitors.
- The Display Retargeting campaign played a valuable role in nurturing prospects to convert into leads. This campaign delivered 534,095 impressions and appeared in 25% of the prospect journey paths that resulted in conversions (Source: CLiQ Conversion Paths).



Lead Generation Strategy

- We added two Spotlight™ applications to the community's site, promoting "Up to 4 Weeks Free" and "Take a Virtual Tour Now." This converted 103 anonymous website visitors into pre-qualified leads.



75 Virtual Tours



33 Concessions Claimed



74 Calls Attributed to Ads

Campaign results represent data from May 2, 2025, to September 10, 2025. Occupancy results represent trend data tracked over the same period.

KEY TAKEAWAYS

- 1. Diversify your media mix:** balance awareness, retargeting, and lead capture to maximize results, even with lean budgets.
- 2. Promote concessions across every touchpoint:** consistently reinforce offers across ads and your website.
- 3. Leverage lead generation applications** to convert anonymous website traffic into pre-qualified prospects.

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

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