

Predictive Advertising Case Study:



OVERVIEW

Presidium Group's 606-unit market-rate apartment community in Dallas, Texas, added RentVision's Predictive Advertising solution from March to May 2022, **immediately increasing web traffic and leasing velocity.**

CHALLENGES

- ◆ The community needed more lead and lease conversions from its website.
- ◆ This community had never run any digital advertisements on Google or Meta's platforms before, relying only on organic and ILS traffic to get prospective renters to their website.
- ◆ With a higher unit count, this community needed help getting more visitors to their website as it wasn't getting enough organic traffic to account for their upcoming vacancies.

OUTCOMES

- ✓ The community's website traffic increased 161%, **helping it sign 31 leases in 39 days and increasing occupancy above 98%.**
- ✓ The community's instant increase in occupancy **outperformed the Greater Dallas market by almost 5%.**
- ✓ Investing \$1,419.86 on Google & Meta ads in that time frame significantly contributed to this community's ability to **gain \$480,000 in rent revenue.**

¹ ALN Data ² KnockCRM

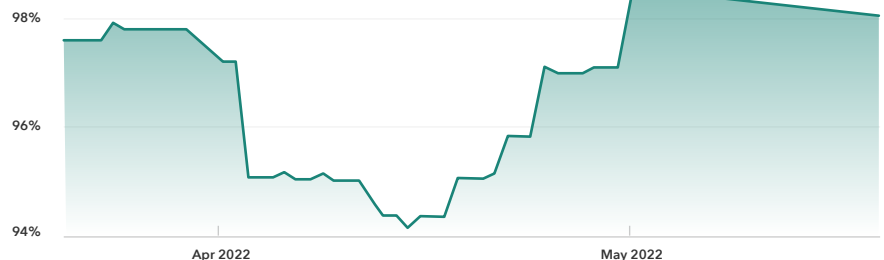


RentVision.com

RentVision's Predictive Advertising solution helped this apartment community sign 31 leases in 39 days by increasing its website traffic 161%.

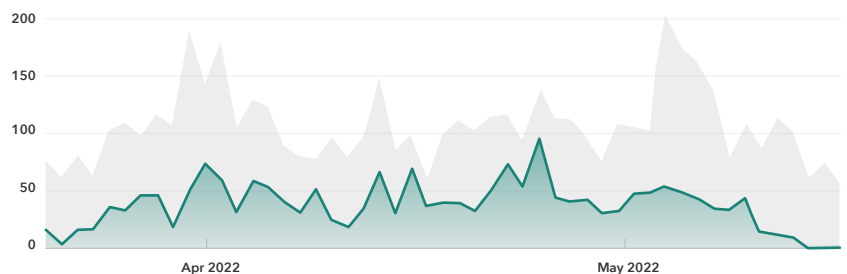
Occupancy

Increasing web traffic helped the community avoid an impending vacancy crisis and **grow occupancy levels 5% higher than the local market.**



Paid Web Traffic (vs. Total)

The additional web traffic generated from Google and Meta campaigns was essential for helping produce more leads for this apartment community when vacancies increased.

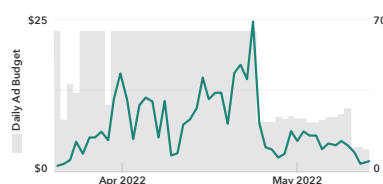


Cost-Per-Click (vs. Multifamily Benchmark CPC)

Both the community's Google and Meta advertising campaigns successfully generated qualified traffic, crushing the multifamily benchmark of **\$1.81 CPC**²

Google Ads **\$0.79** AVERAGE CPC

RentVision's predictive algorithms increased spending to drive traffic and address the impending vacancy problem, then automatically lowered spending when the community's occupancy was above target.



Meta Ads **\$0.58** AVERAGE CPC

RentVision's budget engine learned Meta's ads were more cost-efficient at delivering qualified traffic, so it automatically allocated more spending away from other platforms.

