

APARTMENT COMPLEX CONVERTS LEADS AT LOW CPA

CHALLENGE

An apartment complex was looking to fill available apartment units with new leases by driving leads to complete an action on their website or to visit the complex in-person. They enlisted our help to utilize geo-fencing technology and several other programmatic tactics with the goal of achieving a low Cost Per Action (CPA).

SOLUTION

The team developed a comprehensive strategy of geo-fencing with conversion zones, search retargeting at the keyword level, and site retargeting. The advertiser identified key locations to reach their target audience with a focus on competitor apartment complexes, and the team built geo-fences around those sites and a conversion zone around the client's location to measure physical visits. Additionally, the campaign tracked website form submissions, clickthroughs to the contact us page, and conversions to the floor plans page to measure online CPA. After campaign launch, with our multivariate algorithms made mid-flight optimizations to improve performance. These included adding and increasing the size of geo-fences, shifting budget to the tactics which produced the most conversions, adding custom geo-specific and competitor-related keywords, and adjusting creative to replace the advertiser's phone number with a stronger online CTA.

RESULTS

Through multiple tactics and optimizations, the campaign has successfully increased the advertiser's website traffic, online conversions, and physical foot traffic. To date, the campaign has delivered a \$92 CPA and a low Cost Per Visit for online-to-offline conversions.

\$92 CPA

CAMPAIGN RESULT

CATEGORY
HOUSING

CAMPAIGN
LENGTH
3 MONTHS

CAMPAIGN
GOALS
CPA & CPV