

MULTIPLE LOCATIONS | CASE STUDY

REAL ESTATE COMPANY
SEES 215% INCREASE OF
MOVE-INS FROM PPC.

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THE COMPANY:

Bozzuto is a diversified real estate company celebrated for developments, constructions, property management, and homebuilding.

THE CHALLENGE:

Conversions for Bozzuto include users who come to the various corporate and property sites and take one or more of these actions:

- Fill out a contact us form
- Schedule a tour
- Make a call that lasts at least 100 seconds

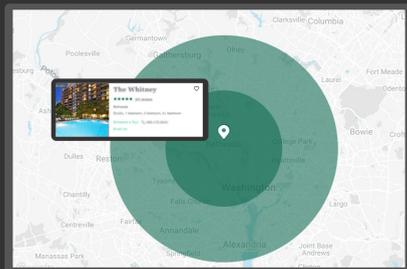
Though we track and optimize around these conversions, we want these converters to turn into people who move-into the properties. The challenge is to attract better qualified leads from PPC who are more likely to move-in.



OUR SOLUTIONS

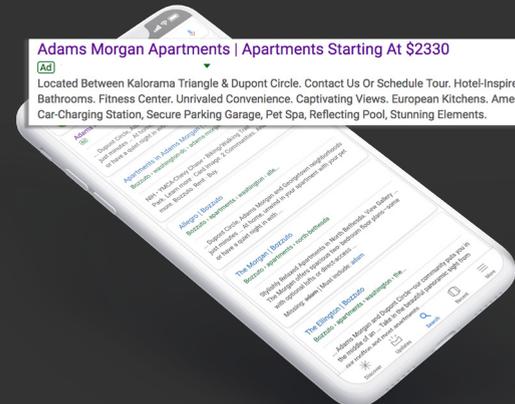
FINELY SEGMENT CAMPAIGNS

We worked to finely segment campaigns per property. Each property has a brand keywords campaign (i.e. *property A*), a location keywords campaign (i.e. *Bethesda luxury apartments*), and a non-location keywords campaign targeting a 15 – 30 mile radius around the property (i.e. *upscale 2 bedroom apartments*). This segmentation allowed for hyper specific keywords and ads.



PRICE AD CUSTOMIZERS

Since we want to target users more likely to rent our properties, we set up a business data feed that pulls the starting prices of the properties into our ads. For example, if an ad states that prices start at \$2,500, we can then better prequalify users. If users click, we know price isn't their top concern. If they don't click, we aren't charged for potentially unqualified clicks.



THE RESULTS

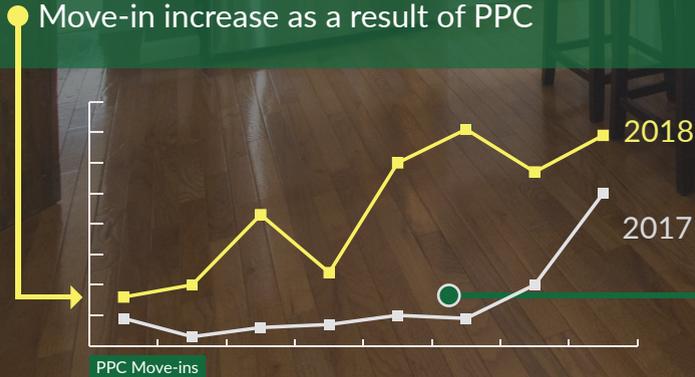
We've saved hundreds of hours in management and communication time over the course of the relationship because of the tools we created.

-78% YoY

Cost per move-in decrease as a result of PPC

+215% YoY

Move-in increase as a result of PPC



Hanapin began account management
[End of Q3 2017]