



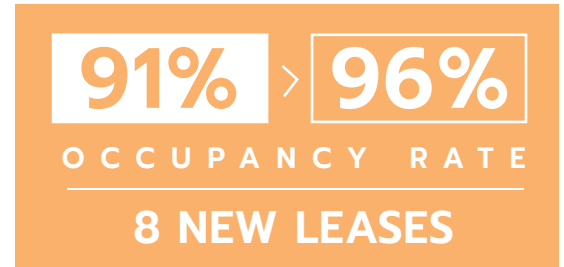
# CONVERSION LOGIX DIGITAL MARKETING + THE CONVERSION CLOUD



## Multifamily Case Study | Luxury MFH Community

### OVERVIEW:

A community **increases conversions by 2.7x** and boosts occupancy rate from 91% to 96% by pairing The Conversion Cloud with their Conversion Logix marketing campaigns to **turn site traffic into actionable leads**.



### THE PROBLEM:

A stabilized luxury apartment community in Seattle was using multiple paid media campaigns to drive traffic to their site: **Paid Search, Display, Social, and Email**. The community realized steady traffic, however, they experienced an **unexpected increase in tenant turnover** and suddenly found themselves trending toward 90.8% occupancy.



### WORKING IN UNISON:

The community turned to The Conversion Cloud to **complement their existing media campaigns and improve their website's conversion rates**. They implemented Schedule Genie and Concession Manager on their site to increase leasing velocity. Schedule Genie allowed prospects to book a tour at their own convenience and Concession Manager captured leads by promoting an offer on every page of the website.

Paid media and The Conversion Cloud **worked harmoniously to convert more of their website traffic and secure new leases**. The community's paid media continued to be the backbone of the campaign by driving consistent, qualified traffic to their site, while The Conversion Cloud was able to **close the gap between traffic and leads** by enticing website visitors to convert.

FB AD  
LEASE NOW

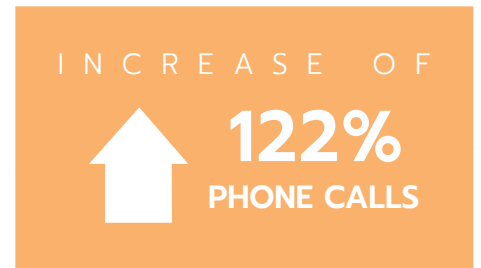
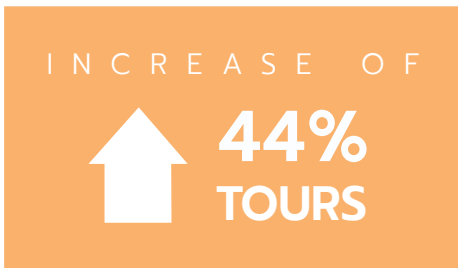
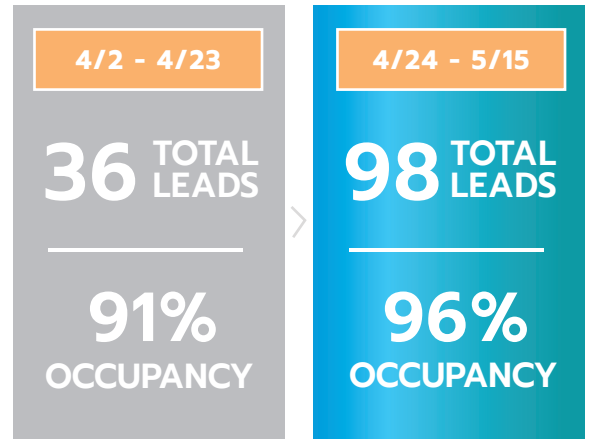
Q PPC AD

WAIVED FEES!  
Reduced Rents, \$99 deposit + waived fees  
CLAIM THIS OFFER

LEAD

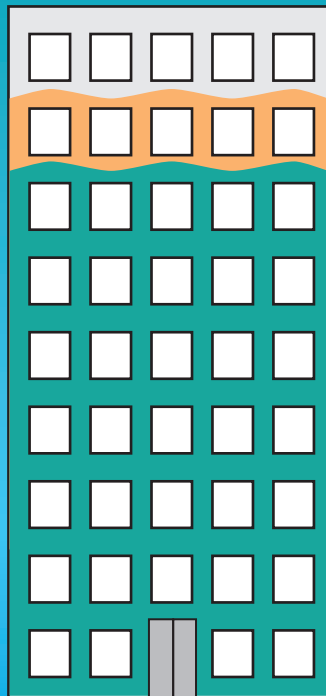
## OUTCOME:

In the 3 weeks following the drop to a 90.8% occupancy rate, the community was able to **increase website conversions from 36 to 98**, secure **8 leases** from their paid media and The Conversion Cloud, and reach an occupancy rate of 95.9%. Schedule Genie and Concession Manager hauled in **58 of the 98** website conversions and contributed to **7 of the 8 leases**. The community's paid media sources and The Conversion Cloud are now working together to maintain an optimal occupancy rate.



8  
LEASES

7 OF THE 8  
LEASES CONVERTED  
THROUGH THE  
CONVERSION CLOUD



96%  
OCCUPANCY

“The added allure of claiming an offer on the website, Schedule Genie tour option, and the suggestions made by the Conversion Logix team drove our leads exponentially during the last two week period. We can't thank the team enough for their suggestions, and the proof is in the numbers!”

- PROPERTY MANAGER

To learn more about The Conversion Cloud and find tools for your business, visit [www.theconversioncloud.com](http://www.theconversioncloud.com)

 THE CONVERSION CLOUD  
**WANT TO LEARN MORE?**

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