



The Conversion Cloud

Boosting Website Conversion Rates

For Multi-Family Housing Communities Across the Country

Multifamily Case Study

CHALLENGE:

1. Drive a greater percent of website traffic to **convert to a lead** on site.
2. Provide the leasing team with a full calendar of **booked and qualified tours**.
3. Deliver leads and tours to a community **with no extraneous processes** for the leasing team.

SOLUTION:

1. Deploy The Conversion Cloud on community websites and transform web **traffic into leads and tours**.
2. Implement Schedule Genie on all pages and create **custom**, lead qualifying questions.
3. Utilize The Conversion Cloud's **CRM integration** to deliver leads with no manual entry required from the leasing team.



Schedule Genie

Concession Manager

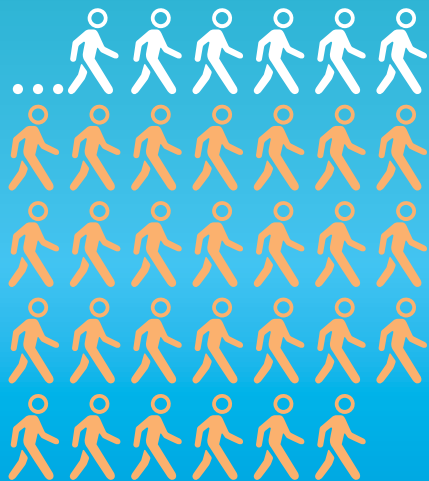
RESULTS:

Implementing The Conversion Cloud led to a **strong lift in leads and tours** for communities across the country. Leasing teams prepared for tours with the answers to Schedule Genie lead-qualifying questions. The tools increased both lead volume and lead quality, helping every community increase occupancy and **reduce strain on their leasing team**.

4,000+ Tours Scheduled

1000+ Offers Claimed

- **Over 27 Tours Booked** per month per each community.



- **65% incremental increase** in leads across communities.



Results based on stats from a sample of multi-family housing communities.

THE CONVERSION CLOUD

WANT TO LEARN MORE?

www.theconversioncloud.com

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