

Apartment Geofencing

Marketing Influence Starts **Before** Attribution Does



The Renter's Journey

A renter may see your community commercial while streaming their favorite show, encounter a display ad days later, search for your community by name, visit the website through organic search, return through an ILS and eventually schedule a tour. Several touchpoints may shape that decision.



What Last-Touch Attribution Captures

Last-touch attribution credits the final recorded marketing touchpoint before a conversion. It helps identify what immediately preceded the action, but it doesn't always tell us what influenced them along the way.

For awareness-focused campaigns, we look at multiple signals together:

Exposure | Attention | Ad Engagement | Website Activity | On-Site Signals

No single metric tells the whole story. Benchmarks help us evaluate how efficiently campaigns reach renters and what engagement and activity we observe.

Benchmarks and definitions for display campaigns.

GEOFENCING - DISPLAY CAMPAIGNS



Monthly impressions

Varies per package

\$5–\$6

CPM

\$8 maximum benchmark

\$3.50–\$4

CPC

Cost per click benchmark

0.12%

CTR

Click-through benchmark

WHAT THE METRICS MEAN

Impressions

The number of times your ad was served, representing opportunities to put your property in front of the audience you're targeting. Impressions **help us understand the scale of your awareness campaign and how often we're putting your property in front of potential renters** as we build familiarity and stay top of mind.

Clicks

The number of times someone clicked the ad sending them to your website. **This tells us there was enough interest or curiosity to take that action.**

CTR · Click-through rate

The percentage of people who clicked after being served the ad, giving us a signal of **how effectively the creative is prompting engagement**. It helps us understand whether the audience is responding to the message and can reveal opportunities to refine the creative or targeting.

Cost efficiency · CPM + CPC

CPM: The cost to deliver 1,000 impressions, helping us understand **how efficiently we're reaching the audience we're targeting**. It helps us evaluate the cost of building awareness and whether we're getting efficient exposure to the right renters.

CPC: The average cost for each click, helping us understand **how much it costs when someone moves from seeing the ad to engaging with it**. It helps us evaluate the efficiency of driving website traffic.

Benchmarks and definitions for your AptGeo Streaming TV campaigns.



GEOFENCING - APTGEO STREAMING TV

Monthly commercial views

Varies per package

98%+

Video completion rate

\$0.04–\$0.09

Cost per view (CPV)

VIEWER ENGAGEMENT

Commercial views

The number of times your commercial was viewed, showing how often your brand and message were put in front of the targeted audience through streaming TV. Commercial views help us understand the scale of your brand exposure and whether we're creating enough opportunities for potential renters to become familiar with and remember your property.

Pause + mute rates

Share of commercial views that were paused or muted.

Completion Rate

The percentage of viewers who watched the commercial through to the end, despite having the ability to mute or pause the ad. It helps us understand how consistently the audience stayed with the full message, giving us a signal that the commercial had an opportunity to make its complete impression rather than being interrupted or abandoned.

PROPERTY VISITS (DISPLAY & STREAMING)

Walk-ins

The number of times someone entered the property's conversion zone within 30 days of being exposed to an ad, providing a directional physical engagement signal. Walk-ins can help us evaluate whether we're capturing relevant traffic and seeing physical engagement after ad exposure, but they do not measure or prove the influence of the campaign, and a walk-in is not equivalent to a tour or leasing outcome.

Unique walk-ins

The number of unique individuals who entered the property's conversion zone within the 30-day attribution window after ad exposure. Unique walk-ins help distinguish how many individual people generated the signal from the total number of walk-in events, but like total walk-ins, they are directional and do not demonstrate that the campaign caused or influenced the visit.