



Apartment Geofencing

✦ SA/OY

CASE STUDY

What Marketing Tactics Actually Influence Lease Generation?

How a Lean Marketing Team Used Awareness to Influence 75% of Website Leases

INTRODUCTION

A Texas-based owner-operator managing both conventional and affordable apartment communities in **saturated submarkets** set out to answer a question many multifamily marketers struggle with:

Which marketing efforts are truly influencing leases?

With a **small centralized marketing team** supporting properties across the state, the company needed a new marketing approach that could:

- Scale across multiple communities
- Deliver measurable results
- Execute without additional resources

To gain better visibility, the team implemented consistent UTM tracking across all marketing channels and analyzed website traffic, leads, and leases by source.

This allowed them to isolate **website-originated leasing performance** and compare results across properties using a standardized framework.

The operator partnered with Apartment Geofencing to launch campaigns across 11 communities and the results revealed a **significant shift in lease acquisition**.

WHAT'S A UTM?

An Urchin Tracking Module is a snippet of code added to the end of a URL to track the effectiveness of digital marketing campaigns.

11

Communities

3.5M

Impressions

232K

Commercial Views

8.2K

Website Clicks

253

Tracked Walk-ins

THE STRATEGY: MEASURABLE TOP-OF-FUNNEL ADVERTISING

The average campaign investment across the 11 properties was:

- **\$595 per property per month**

This investment included:

- Geofencing strategy and targeting intelligence for competitors, employers, and points of interest
- Mobile display ad delivery on websites, apps, and games driving traffic directly to the property website
- Un-skippable Streaming TV commercials on Connected TV
- Monthly creative production (Mobile Display Ads + TV Commercials)
- Real-time dashboard access and curated optimization recommendations

Rather than a full-portfolio rollout, this was implemented across a subset of properties allowing the team to evaluate performance at scale.

For a lean marketing team, this provided scalable, professionally managed advertising designed to **reach renters before they begin actively searching for their next apartment home.**

CAMPAIGN EXECUTION & SCALE

Over a **9-month period (April-December)**, Apartment Geofencing delivered sustained, repeated exposure to in-market renters across the 11 communities.

Campaign Delivery:

- **3.5 million mobile display ad impressions**
- **232,000 streaming TV commercial views**
 - Average Cost Per View: **\$0.04**
- **8,190 clicks to property websites**
 - Average Cost Per Click: **\$3.19**
 - *(Typical mid-funnel Cost Per Click [e.g., PPC] averages \$2.00+, while upper-funnel campaigns like geofencing often range from \$3.50–\$4.00)*
- **253 tracked walk-ins**
 - Leasing office visits occurring within 30 days of ad exposure

This omnichannel visibility strategy **ensured properties remained consistently present throughout the renter's decision-making process.**



THE RESULTS

351

Leases Influenced

75%

of all **website-originated leases** across the portfolio came from **geofenced communities**.

FROM AWARENESS TO WEBSITE ENGAGEMENT

Repeated exposure through mobile display and streaming TV increases familiarity, brand recall, and renter confidence.

As renters encountered properties across devices, many moved from passive awareness to active research — visiting websites to:

- View floorplans and galleries
- Check availability
- Explore amenities
- Submit applications

Over 8,000 website visits were directly driven by the campaigns, strengthening the top of the leasing funnel across the 11 communities.

THE RESULTS

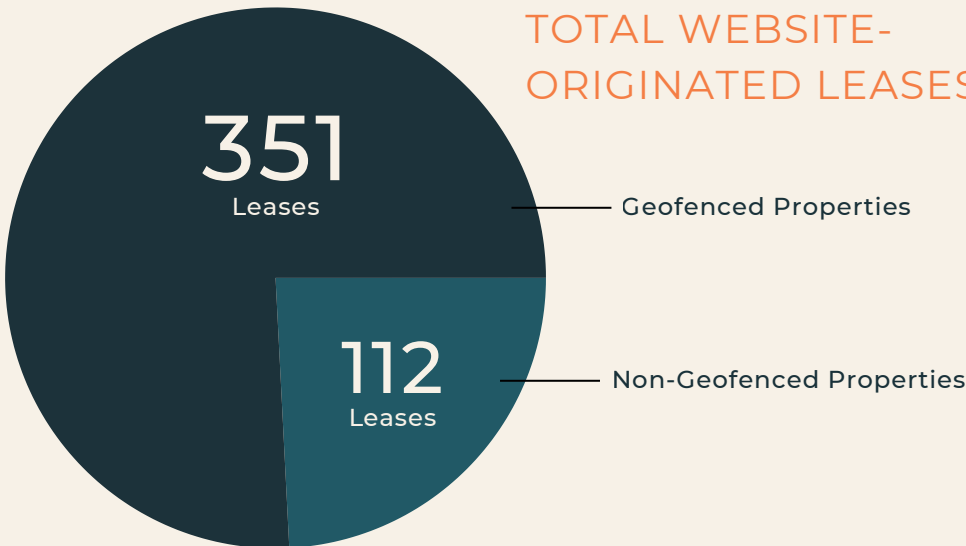
PORTFOLIO-LEVEL WEBSITE LEASING IMPACT

During the analysis period, the company identified 39 properties within their portfolio that recorded website-originated leases.

Across those properties:

- **463 total leases** were attributed to website traffic
- **11 of the 39 properties were running campaigns with Apartment Geofencing**
- Those 11 geofenced properties generated **351 of the 463** website leases

Communities actively running geofencing campaigns influenced 75% of all website-originated leases.



WHAT THIS DEMONSTRATES

When top-of-funnel advertising is:

- Measurable
- Omnichannel
- Consistent
- Geo-targeted
- Scalable

It strengthens the entire leasing pipeline.

SUSTAINED EARLY DIGITAL EXPOSURE ACROSS MOBILE DEVICES AND STREAMING TV CAN MEANINGFULLY IMPACT WEBSITE VISITS AND INFLUENCE TOTAL LEASE VOLUME ACROSS A PORTFOLIO.

For this Texas-based owner-operator, a modest monthly investment delivered:

- ➡ Millions of impressions to relevant local audiences
- ➡ Thousands of website visits
- ➡ Hundreds of property visits
- ➡ 75% of all website-originated leases coming from geofenced communities

PROPERTIES WHO CHOOSE TO INVEST IN EARLY BRAND AWARENESS TACTICS LIKE GEOFENCING **WIN IN LEASE ACQUISITION.**

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As a one-man marketing team, we needed a solution that could scale across our portfolio without additional resources and still be measurable. Apartment Geofencing delivered on both.

*AptGeo helped us scale local awareness across multiple communities without adding workload to our team, **driving a significant increase in website traffic and leads.** Our tracking showed that **these efforts were influencing real leasing activity.***

*Having access to real-time reporting and ongoing optimization made this a partnership. The results have **given us the ability to lock in early access to prospects** and therefore **a shot at residents that may have been out of reach otherwise.***

– Ryan Fleming, Marketing Manager, Savoy Residential (Formerly Indio Management)

Ready to see how geofencing could influence lease performance across your portfolio? Book a demo [here](#).

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