

5 Marketing Metrics Every Property Marketer Should Know

Go beyond cost per lease with marketing analytics that help you drive revenue, reduce spend and plan for the future.

TOTAL EXPOSURE



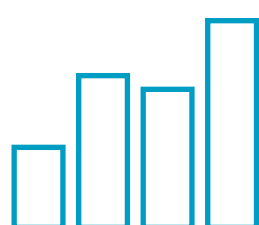
What:

A percentage that tells you how many total units are available for rent, including month-to-month and expiring leases.

Why:

Before you decide where to market, you need to decide how much marketing to do. If your exposure is low, it might be a good month to cut back. If it's high, it's probably time to ramp up spend.

OCCUPANCY TRENDS



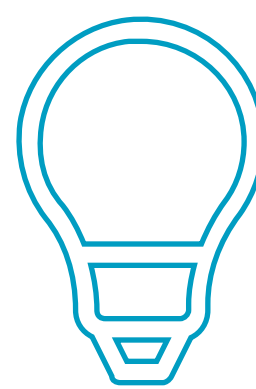
What:

A review of what percentage of units are occupied, examined on a month-by-month basis over a period of time.

Why:

Reviewing last year's occupancy trends can give you a good idea of what to expect this year so you can plan (and stay) ahead, even if near-term exposure is low.

AWARENESS



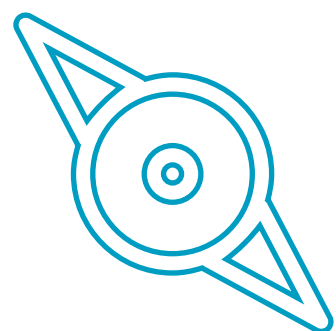
What:

The first point at which a potential customer encountered and became aware of your property.

Why:

When you know where customers are discovering your property, you won't accidentally cut a valuable lead source, and you can strategize to increase awareness at times when you need more prospects.

LEASE JOURNEY



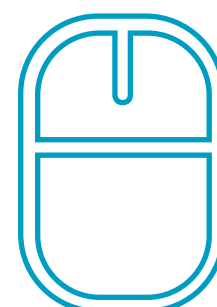
What:

A map of every point at which a customer encountered your property, starting with awareness and ending with an application.

Why:

Keep an eye on lead sources that appear frequently in multiple customer journeys. Even if these aren't sources of awareness or first contact, you'll want to think hard before you eliminate them.

FEATURE ENGAGEMENT



What:

Data that shows you how people are engaging with your website.

Why:

By understanding which features and calls to action work best, you can increase your capture rate and turn your website into an efficient, around-the-clock leasing machine.



RENTCafé Reach
Digital Marketing Agency