

Which apartment marketing source attracts the **most leases at the lowest cost**: SEO or ILS?



Nationwide data | 261 properties | 34 clients | 3 months

LOWEST SPEND



\$234,900

ILS SPEND: \$1.06M

MOST LEASES



2,683

ILS LEASES: 1,100

BEST COST PER LEASE



\$87.55

ILS COST PER LEASE: \$1,005.45

THE QUESTION

Is optimizing for organic search the most cost-effective digital source an apartment marketer can use?

THE PROCESS

Marketing IQ pulled data from 34 clients and 261 properties across the U.S. over the course of three months. It displayed source data for all leads and leases during that time period.

THE CONCLUSION

SEO outperformed all ILS advertising sites combined, delivering the highest lease volume at the lowest cost.

“In 3 months, REACH SEO resulted in **836** leases across **60** properties with a cost per lease of just **\$52**. That’s **88%** lower than our second-best source — an ILS.”

SUSIE DWINELL

Marketing Director
Priderock Capital Partners

Lead-to-lease data from more than 250 properties nationwide proved that **SEO converts prospects to renters at the lowest cost**

RESULTS

Data shows that SEO drove a total of 2,683 leases over three months, representing significant revenue for 34 property management companies nationwide. This is notably higher than the 1,100 leases generated by ILSs for the same companies over the same time period.

SEO spend was markedly lower too. Companies spent \$234,900 on REACH SEO as compared with \$1.106 million on ILS marketing.

In terms of cost per lease, the nationwide average for SEO was \$87.55. The average ILS cost per lease was \$1,005.45.

Ultimately, SEO brought in 144% more leases than ILSs. SEO had an average cost per lease that was 91% lower than ILSs.

	ILS	vs.	SEO
SPEND	\$1.06M		\$235K
LEASES	1,100		2,683
COST PER LEASE	\$1,005.45		\$87.55



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