

## APARTMENT PPC

# Why, where & how it converts renters

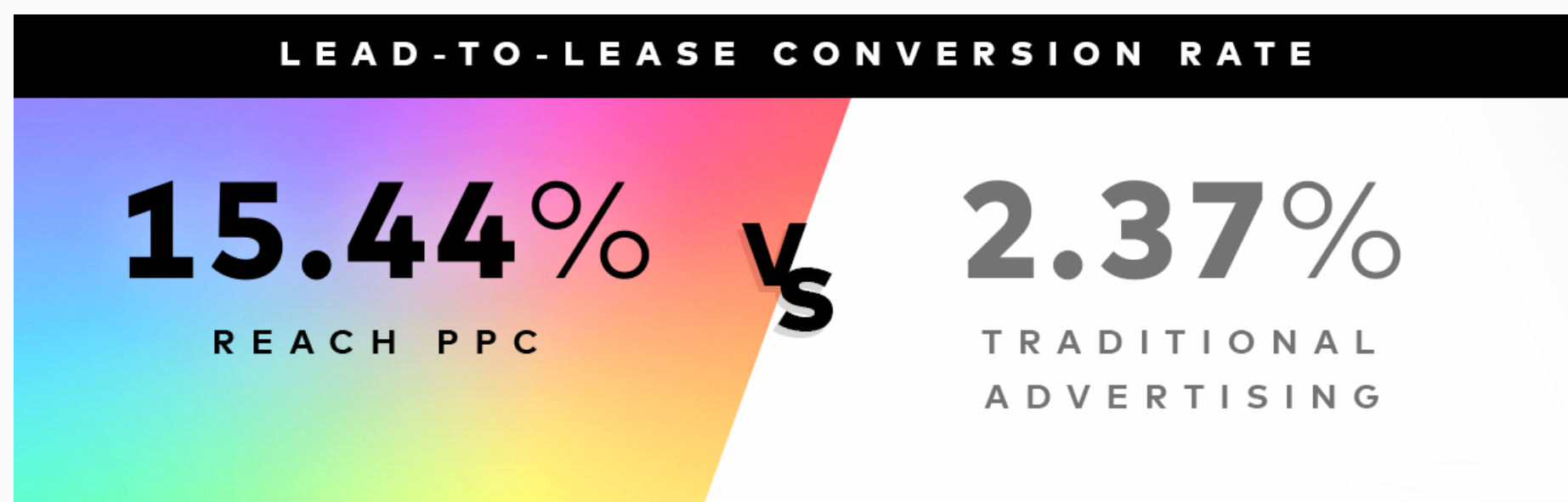


Wondering if you should make room in your budget for pay-per-click ads? The data overwhelmingly says yes, you should!

## Why use PPC?

Data from 1,533 apartment communities shows that leads from pay-per-click ads managed by our agency convert at a higher rate than leads from traditional marketing sources, like ILSs.

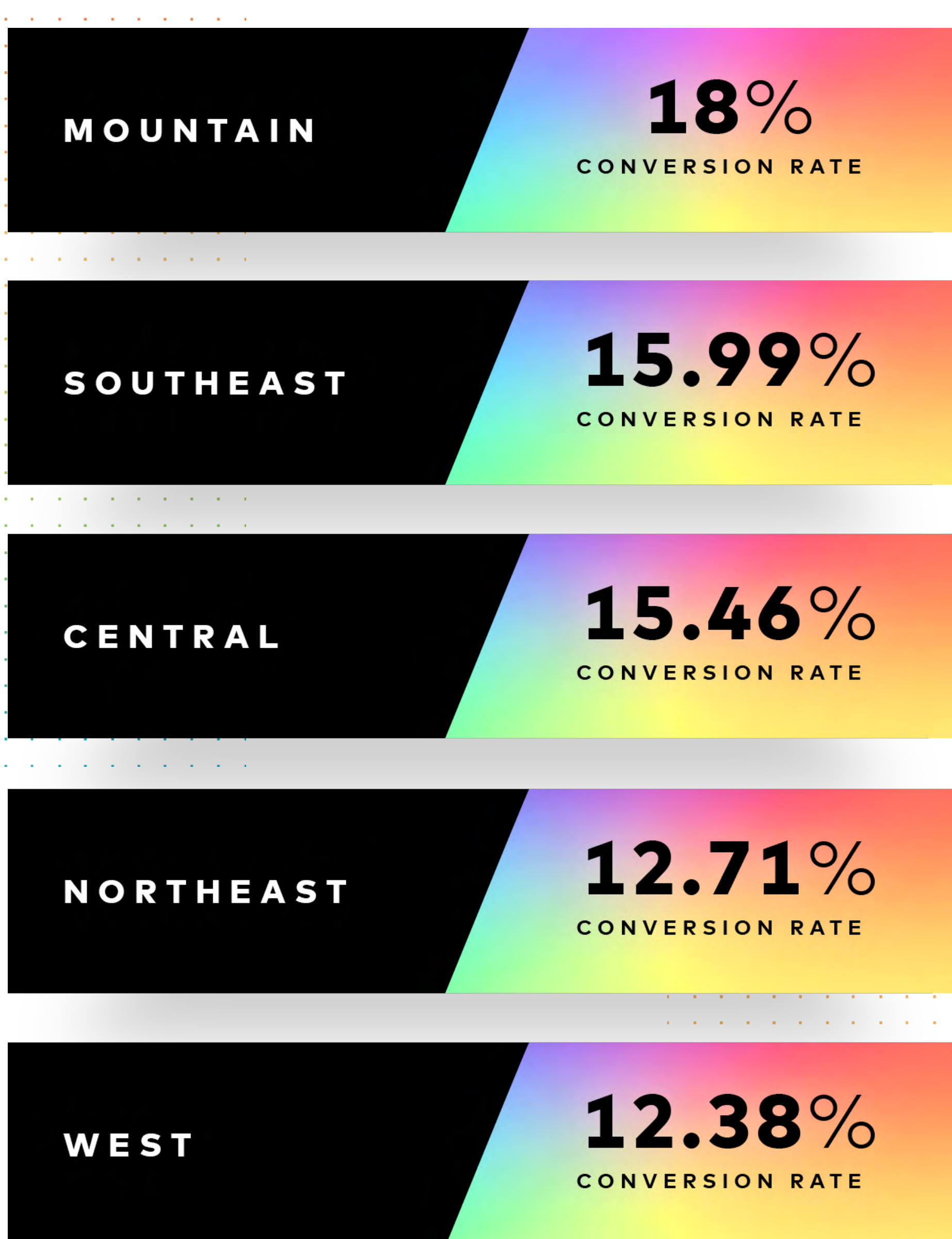
The data shows that leads from PPC ads are more likely to become renters.



## Apartment PPC by region

See the conversion rates for traffic from REACH pay-per-click ads across the U.S.

More competitive regions show a slightly lower conversion rate, but all regions substantially outperform traditional advertising.



## 4 benefits of apartment PPC

1



### Targeted advertising

Create flexible ads tailored to your specific needs and availability.

2



### Increased traffic

See the impact of PPC ads on your website traffic almost instantly.

3



### Time saved

Drive high-converting leads, so your staff spends less time chasing dead-end prospects.

4



### Trackable results

Attribute new leads and leases at your property to your PPC traffic.

Our PPC experts are dedicated to **optimizing campaigns and tracking results** for our clients, so you can rest easy knowing you're getting the best performance without having to manually tweak your campaigns day in and day out.



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