DIGITAL MARKETING AGENCY
REACH by RentCafe data from 1,533 properties, Jan.-June 2023

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 advertising sources, for GIs.
The data shows that leads from PPC ads are more likely to become renters.

REACH vs. TOTAL MARKETING

15.44% vs. 2.37% CONVERSION RATE

See the impact of PPC ads on your website traffic almost instantly.
Create flexible ads tailored to your specific needs and availability.
Drive high-converting leads, so your staff spends less time chasing dead-end prospects.
Attribute new leads and leases at your property to your PPC traffic.

Why, where & how it converts renters
Wanting to make room in your budget for pay-per-click ads? The data overwhelmingly says yes, you should!

4 benefits of apartment PPC
Increased traffic
Targeted advertising
Time saved
Trackable results

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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APARTMENT PPC

18% CONVERSION RATE

15.99% CONVERSION RATE

15.46% CONVERSION RATE

12.71% CONVERSION RATE

12.38% CONVERSION RATE

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.

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Renters
REACH by RentCafe
Agency Manager

KYLE JONES
Agency Manager
REACH by RentCafe

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