



We reallocated budget from an underperforming ILS to REACH PPC. In just six months, we saw a **34.21% decrease in cost per lease** and a **5.93% increase in rental income** across our portfolio.

**ANDREW HIXENBAUGH**

Director of Multifamily Marketing  
Bright Realty



**Multifamily | 1,466 units**

**brightrealty.com**

Bright Realty **decreased cost per lease** and **increased rental income** with REACH PPC



Decreased cost per lease

**34.21%**

IN 6 MONTHS



Increased rental income

**5.93%**

ACROSS PORTFOLIO



Improved return on ad spend

**25%**

WITH PPC

**THE CHALLENGE**

Bright Realty had an availability gap that needed filling. Two of its three properties were experiencing declining occupancy. An investigation into marketing performance revealed that the ILS source that delivered the fewest leases had the second-highest monthly cost.

**THE SOLUTION**

Seeking higher returns, Bright Realty decided to try **REACH PPC**. The company was already using REACH for SEO. Now, funds that once supported their lowest converting ILS account go into PPC campaigns that have raised occupancy and net rental income.

# Real client, real results

Now that Bright Realty uses REACH PPC, marketing costs are down and rental income is up



REACH PPC

With help from a REACH pay-per-click advertising specialist, Bright Realty closed its availability gap and brought occupancy up to **95%** within six months. Set up was simple, and REACH continues to monitor the PPC campaigns and optimize them for peak performance.

Since launching, leases attributed to REACH PPC campaigns have tripled. Rental income from PPC campaigns is up **201%**, and PPC cost per lease has decreased **66%** to **\$629**. In the second quarter of 2023, Bright Realty got back **\$41.87** in revenue for every **\$1** spent on PPC ads.

## Q2 2023 vs. Q1 2023

MORE LEASES	INCREASED RENTAL INCOME	DECREASED COST PER LEASE	BETTER RETURN ON AD SPEND
3x	+201%	-65%	+138%



MARKETING IQ

Director of Multifamily Marketing Andrew Hixenbaugh uses **RentCafe® Marketing IQ** to assess marketing performance across Bright Realty's portfolio. As a result of adding PPC, he's seen positive improvements across the portfolio, including a **5.93%** increase in rental income and **34.21%** decrease in cost per lease.

Quarter over quarter, we saw a **201% increase in rental income** attributed to REACH PPC ads. Using Marketing IQ to watch our ad spend decrease while our ROAS increases keeps me constantly competing with past performance and drives me to continue improving these numbers.



Read Andrew's story

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