



“We were investing too heavily in an underperforming ILS. We took that budget and reinvested it in REACH PPC, resulting in a **395% higher conversion rate and \$775 lower cost per lease.**”

SALINA RUIZ

Director of Business Relations & Marketing Internacional



Multifamily | 12,500 units

irliving.com

INT increased conversions, decreased costs and leased more apartments with **REACH PPC** and **SEO**



Increased conversions

+395%

WITH PPC



Decreased cost per lease

-\$775

WITH PPC



Higher lease volume

296+

WITH SEO

THE CHALLENGE

When Salina Ruiz started using Marketing IQ to review marketing performance, she quickly spotted inefficiencies. She found that one particular ILS exhibited markedly low conversion rates for lease acquisition, despite a substantial budget allocation.

THE SOLUTION

In search of better results and a more flexible platform, Salina decided to partner with REACH for PPC and SEO. Guided by search marketing experts, she reallocated the budget from the underperforming ILS to PPC. The result? More leases, secured for less.

Real client, real results

Now that INT partners with REACH, it's easy to balance ILS, SEO and PPC for optimal results



REACH PPC

With Marketing IQ, Salina has complete visibility into marketing spend and performance. That gave her the confidence to move money from an inefficient ILS to pay-per-click advertising. "We had invested too heavily in ILSs and needed to balance our marketing spend," she shared.

Comparing quarterly results for PPC vs. ILS year over year proves Salina's savvy switch paid off. **REACH PPC drives higher quality leads at a lower cost.** Now, INT's leasing team spends less time chasing dead ends and more time moving in residents.

		LEADS	LEASES	CONVERSION RATE	COST PER LEASE
REACH PPC	MAY-JULY 2023	582	36	6.19%	\$1,315.79
UNNAMED ILS	MAY-JULY 2022	1,765	22	1.25%	\$2,090.55



REACH SEO

Although PPC and ILS advertising are important, SEO is the foundation of a strong apartment marketing strategy. Because SEO and PPC complement each other to drive traffic to INT's website, it made sense for Salina to transition to REACH SEO services.

Prior to working with REACH, INT was using another SEO service that delivered lackluster results. **The data shows that REACH SEO delivers 48% more leads and 25% more leases than the previous solution.**

		LEADS	LEASES	CONVERSION RATE	COST PER LEASE
REACH SEO	MAY-JULY 2023	5,465	394	7.21%	\$36.16
UNNAMED SEO	MAY-JULY 2022	2,633	98	3.72%	\$416.61

With REACH PPC and SEO, **we're able to have a more balanced and flexible approach** to digital marketing. It's a one-stop shop that allows us to quickly maneuver or adjust spend for our clients.

SALINA RUIZ

Director of Business Relations & Marketing



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