



“**REACH SEO** is our lowest marketing cost, and it has the highest return. In **3** months, it delivered more than **450** leases at a cost per lease of less than **\$30**, which is phenomenal.”

**DEVON MENDEZ**  
Marketing & Branding Manager  
PRG Real Estate



Multifamily | 10,000+ apartments  
prgrealestate.com

PRG Real Estate increased conversions and lowered costs with **REACH SEO** and **Marketing IQ**



Increased lease volume

**454**

IN 3 MONTHS



Lower cost per lease

**\$29.20**

WITH SEO



Better return on ad spend

**1:537**

WITH SEO

#### THE CHALLENGE

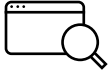
PRG had previously worked with an SEO agency that did not provide regular contact or reporting, so it was impossible to see if SEO was driving leads and leases.

#### THE SOLUTION

PRG switched to REACH for SEO services. The team started meeting regularly with dedicated SEO specialists and was able to quickly prove results using Marketing IQ.

# Real client, real results

Now that PRG has partnered with REACH, all leads and leases are tracked with complete visibility



## REACH SEO

With help from multifamily SEO specialists, PRG is getting more website traffic and more conversions. In the first year, overall website traffic increased **189%**. In a recent quarter, SEO brought in **454** leases across **35** properties. For every **\$1** spent on SEO, PRG got back **\$537** in revenue, totalling **\$7 million** in net rental income.



## MARKETING IQ

Now the marketing team monitors traffic, leases and costs across all lead sources using Marketing IQ, a marketing analytics tool developed specifically for multifamily. They no longer have to manually pull and cross-reference multiple reports. Marketing IQ shows them where they're seeing the most value and where they have the most opportunity to improve.

**454**

LEASES IN 3 MONTHS

**\$29.20**

COST PER LEASE

**1:537**

ROAS

Using Marketing IQ, we're able to see how all our marketing sources are performing and make data-driven decisions in minutes.

**DEVON MENDEZ**

Marketing & Branding Manager

Get the full story



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