“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.”

DEMON MENDEZ
Marketing & Branding Manager
PRG Real Estate

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

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.

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.

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.

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

Get the full story

sales@reachbyrentcafe.com or (800) 866-1144