



“Thanks to REACH by RentCafe SEO and PPC services, we’ve been able to take multiple communities off ILS advertising, and we’re saving money. We’ve seen better performance for less cost.”

MICHAEL WILKE
Marketing Strategist
Towne Properties



Multifamily | 12,000+ apartments
towneproperties.com

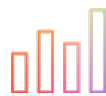
Towne Properties increased conversions and decreased spend with **REACH SEO** and **PPC**



More website leases

10-12%

CONVERSION RATE WITH SEO



Better SEO ROI

\$63

COST PER LEASE



More PPC leases

\$240

COST PER LEASE

THE CHALLENGE

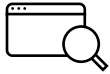
Towne's RentCafe property websites were converting at a better rate than ILSs, but they needed more leads.

THE SOLUTION

Towne enlisted REACH search marketing experts to optimize their websites and set up ad campaigns quickly.

Real REACH client, real results

Now that Towne is working with REACH, all its leads and leases are tracked with complete visibility



REACH SEO

Thanks to ongoing search engine optimization, Towne's websites are getting more traffic. The websites are building authority, gaining impressions and increasing prospect engagement. SEO is one of the top three goal conversion sources each month, converting at a rate of 10-12%.

10-12%

CONVERSION RATE

\$63

COST PER LEASE



REACH PPC

Although the Towne team knew how to set up Google Ad groups, they didn't have the time or expertise to optimize their campaigns. After REACH search marketing experts took over, Towne's PPC ads started converting around 5%, significantly higher than the 1-4% conversion rate of an ILS.

5%

CONVERSION RATE

\$240

COST PER LEASE

"Using REACH by RentCafe has been a great partnership that helped modernize our digital marketing approach."

Get the full story



MICHAEL WILKE

Marketing Strategist

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