

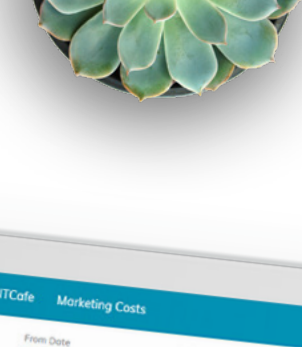
property marketing metrics to check in RentCafe in Marketing IQ

Are you a marketing decision-maker?

With Marketing IQ, you can use these critical marketing analytics to keep your finger on the pulse of your communities.

1.

Availability & exposure



- ✓ Start by identifying properties that **need your immediate attention.**

Use the dashboard to look for **high availability, low traffic** and **low conversion rates.** Are there opportunities to adjust your PPC campaigns or how you're spending? Or do property staff just need some coaching?

- ✓ Sort by **availability, conversion rate** or **prospects.** Find properties with strong traffic but low conversions, or little availability and high spend, so you can make adjustments.



PRO TIP

When viewing availability and exposure, we recommend filtering out lease-ups so your focus is on stabilized properties. That way the data won't be skewed by properties with temporarily high availability.

2.

12-month trends

- ✓ Notice how your **availability, prospects, tours, leases** and **conversion rates** fluctuate throughout the year. Look at the last full year so you can plan for the year ahead.

PRO TIP

From the **dashboard**, you can navigate to and view the **12-month history.**



3.

Marketing expenses & ROI

- ✓ Are you getting a good return on your marketing investments? Look at **spend, leads, leases** and **ROAS** to identify your strongest and weakest marketing sources.

- ✓ Use different views when analyzing data, don't just look at first contact.

Awareness and **journey data** are important to understanding your marketing success.



Awareness helps you understand how prospects are finding you. They may not convert on the first visit, but without that awareness, they might not convert at all.

Journey helps you understand how your marketing sources play into the overall prospect experience. Which sources show in the highest % of lease journeys?

4.

Touchpoints

- ✓ What's driving engagement? Review how your **website touchpoints** are performing to find opportunities to optimize the customer experience on your site.

- ✓ Touchpoints provide insight into conversion actions across your portfolio. Are people scheduling tours? Do you need to adjust the timing of **nudges** or make your **calls to action** more prominent?



PRO TIP

When you use Marketing IQ, a strategic marketing specialist is available to help analyze and enhance your web conversion points.

5.

Leasing performance

- ✓ After reviewing the above promotion strategies, look at **leasing performance.**

Are leads converting into leases? If your conversion ratios are low across all sources, see if there are coaching opportunities with your staff.

- Review **leasing performance report**

- Review **agent activity** from **dashboard**

- Review **leasing trends report**



PRO TIP

If you're generating a lot of prospects, but not conversions, you're keeping leasing staff busy with poor quality leads.

With Marketing IQ, you have the data you need to make the best decisions for your properties.

Happy leasing!