1. Availability & exposure

✓ Start by looking at properties that have
  your marketing sources. Don’t just
  look at total visits, instead check
  conversion rates. In more
  granular views of your
  PPC campaigns, keep an eye on
  if you’re specific to a property
  and just want to show
  performance.

✓ Sum up the different
categories like
  prospects, if properties with
  the most visits also have
  the highest prospects, then
  it also shows your
  proper targeting with temporarily high availability.

2. 12-month trends

✓ Make sure to review your
  availability, prospects, tours,
  leases and ROAS to
  identify your strongest and
  weakest marketing sources.

5. 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

✓ Use the dashboard to
  look for high
  availability, low traffic
  and low conversion rates.

3. 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?

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

4. Leasing performance

✓ After reviewing the above
  points, focus on your
  leasing performance.
  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

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

Happy leasing!