

# Which source delivers the most leases at the lowest cost?



Data from **212 property websites** over the course of **3 months** reveals which marketing sources are the most effective at generating leads and leases.

$$212 + 40 + 3 = 1$$

PROPERTY WEBSITES      CLIENTS      MONTHS OF DATA      CLEAR WINNER



## TOP SOURCE FOR LEASES SEO

**82 leases** per client on average

*Runner up: ILSs averaged 17 leases per client*

## LOWEST AVERAGE COST PER LEASE SEO

**\$95.28** cost per lease

*Runner up: PPC with an average cost per lease of \$588*



## PRESENT IN THE MOST LEASING JOURNEYS SEO

Included in **32%** of leasing journeys

*Runner up: ILSs appeared in 9% of leasing journeys*

### THE TAKEAWAY

Organic sources generate the most leases while keeping the cost per lease the lowest.

The data proves that **SEO is the strongest foundation for your digital marketing strategy.**