



MARKETING IQ

Maximize ROI with complete transparency into your marketing

Take the guesswork out of marketing analytics. View website performance, marketing spend, leases by source and more at a glance. Level up to **Marketing IQ Genius** to unlock customizable alerts, AI content generation and campaign budget recommendations.

SEE EVERYTHING

Track performance by property, portfolio and campaign

ANALYZE RESULTS

Find out what drives the most revenue at the lowest cost

IMPROVE STRATEGY

Optimize spend to get better results for less

FEATURES

MARKETING IQ



MARKETING ROI

Examine all lead sources and view true cost per lease. Identify best and worst performing sources to adjust and optimize your budget.



FEATURES DASHBOARD

See which marketing features are enabled on which of your websites and how each is performing. Quickly spot any performance gaps.



SEO & PPC REPORTING

Get advanced, visualized reporting. See SEO performance by source. Track PPC campaigns, keywords and ad-level performance.



PERFORMANCE ALERTS

Set customizable KPI alerts that will be triggered anytime a property falls outside desired thresholds. Never miss a chance to be proactive.



PPC RECOMMENDATIONS

Tap into robust ad data to improve your strategy. Access pay-per-click budget recommendations powered by machine learning.



AI CONTENT

Generate, schedule and post content for website pages, blog posts and your Google Business Profile. Make a big impact in a short amount of time.

GENIUS EDITION

YOUR SOURCE FOR APARTMENT DATA

Stay competitive with an advanced marketing analytics platform developed specifically for multifamily operators. Marketing IQ evolves as the market changes so you don't fall behind.

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