



REACH
by RentCafe®

MARKETING IQ

Maximize marketing ROI with user-friendly analytics that give you instant visibility

Access the data you need, displayed how you need to see it. Marketing IQ takes the guesswork out of marketing analytics. Market with confidence knowing you can see performance, spend, lead attribution and more at a glance.

MONITOR CAMPAIGNS

Get fast, accurate and on-demand analytics.

ANALYZE PERFORMANCE

Discover which sources drive the most revenue at the lowest cost.

IMPROVE STRATEGY

Optimize spend to get better results for less.

FEATURES

MARKETING IQ



INTUITIVE DASHBOARD

See portfolio-wide trends, then drill into availability, prospects and leases for each property to quickly prioritize your efforts.



CUSTOMER JOURNEY

Track every step of the prospect journey. Spot check any lease to see the full journey and verify lease attribution to the correct source.



MARKETING ROI

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



WEBSITE PERFORMANCE

Compare behaviors and conversions on websites across your portfolio. Find underperformers, make improvements and watch metrics rise.

GET THE MOST FROM YOUR MARKETING

Realize the best value for your marketing dollars when you combine Marketing IQ with REACH by RentCafe agency services for websites, SEO and PPC. Drive conversions at a low cost per lease with full transparency.

 ReachByRentCafe.com | sales@reachbyrentcafe.com or (800) 866-1144

