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

FEATURES

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

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

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.

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