

REACH  
by RentCafe®



## PPC

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# Reach more renters with targeted advertising

Set up effective pay-per-click ad campaigns in just minutes with help from a Google Premier Partner. We work with you to define the best search engine marketing mix for your properties — from platform selection to budget recommendations.

### BE FOUND

Attract and convert prospects with ads on popular search engines and sites.

### SEE SUCCESS

View impressions and clicks as well as confirmed leads and leases.

### STAY IN CONTROL

Manage spend and adjust campaigns as needed.



# FEATURES

## PPC



### CAMPAIGN MANAGEMENT

Gain a competitive advantage by partnering with a team of Google Ads certified specialists. We'll find the right keywords and write ad copy that converts.



### PLATFORM FLEXIBILITY

Advertise on platforms that fit the property and audience. Attract prospects with campaigns on Google, Facebook, Instagram, Bing and others.



### TAILORED ADVERTISING

Send traffic to your websites based on property needs and occupancy trends. Target ads based on demographics, location, timing and mobility.



### BUDGET CONTROL

Manage your ad spend easily using a simple dashboard. Our experts can provide recommendations specific to your objectives.




### DETAILED REPORTING

Get complete visibility into spend, impressions, clicks, leads and leases. Monthly reports help you understand ad traffic and conversions.

## MAKE DATA-DRIVEN ADVERTISING DECISIONS

Get the most detailed view into your return on ad spend with Marketing IQ. Access innovative analytics for marketing strategy and budget recommendations based on campaign performance, occupancy exposure and more.

 [ReachByRentCafe.com](https://ReachByRentCafe.com) | [sales@reachbyrentcafe.com](mailto:sales@reachbyrentcafe.com) or (800) 866-1144