



RENTCafé®



RENTCafé 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. RENTCafé 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 RESULTS

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

IMPROVE STRATEGY

Optimize spend to get better results for less.

FEATURES

RENTCafé MARKETING IQ



PORTFOLIO & PROPERTY PERFORMANCE

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.

GET THE MOST FROM YOUR MARKETING

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



 yardi.com/marketingiq | sales@yardi.com or (800) 866-1144

 | Energized for Tomorrow

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