



RENTCafé Reach PPC

Reach prospects at every stage of their buying journey

Set up successful pay-per-click (PPC) campaigns in just minutes with help from the ad experts at RENTCafé Reach PPC. Drive traffic to your website and increase conversions with strategic advertising that delivers relevant content to the right audience. We work with you to define the best marketing mix for your properties – from selecting platforms to budget recommendations.



Why RENTCafé Reach PPC?

- Reach more leads on multiple platforms with targeted advertising
- Drive immediate, high-quality traffic to your property websites
- Activate campaigns based on property needs and occupancy trends
- Gain full transparency with true lead attribution and lead-to-lease conversion tracking
- Manage ad spend easily using a simple dashboard
- Receive personal, results-focused attention

Our PPC services include:

Active Campaign Management

As a Google Premier Partner, we provide Google AdWords™ Certified Specialists to execute your ad campaigns. When it comes to finding the best keywords and writing targeted ad copy that connects with your audience, having a dedicated team of ad specialists that can manage the whole process gives you a competitive advantage. Each account manager stays current with digital marketing best practices and works to position your website for lead generation and success.



Platform Flexibility

Expand your reach by advertising on multiple platforms. Whether you want to focus on Google's search network or gain visibility on YouTube, Facebook, Instagram, Bing or Gmail, we can help define an effective digital ad strategy based on the property and audience. Stretch your budget with retargeting across platforms and engage your prospect where they are already active online.

Tailored Advertising

Launch PPC campaigns that align with your goals. Target ads based on demographics, location, timing and mobility. Our PPC services include keyword research, audience targeting and ad campaign setup to make sure your advertising matches your business needs.

Budget Control

You can easily adjust your ad campaign budget as needed. We'll make sure you understand key metrics, such as search impression share, and how your budget might be affecting campaign performance. Our ad experts can also provide budget recommendations specific to your objectives.

Detailed Reporting

We'll deliver clear monthly reports that help you understand your ad traffic and how well that traffic is converting into leads. RENTCafé Reach PPC reporting metrics are based on leads and leads only. Our goal is not just to send traffic to your website; we aim to send targeted traffic that is more likely to convert.

Seamless Integration

RENTCafé Reach PPC integrates with RENTCafé, RENTCafé CRM and Google Analytics™ for true lead-to-lease attribution and transparency. Better still, as a RENTCafé Reach and RENTCafé CRM client, you get the most detailed, expansive view into your return on ad spend in the industry. You can also use our cutting edge predictive marketing feature for data-driven budget recommendations based on occupancy and your current pipeline.

Requirements:

- Four-month minimum
- \$400/month ad spend minimum



Yardi Systems, Inc. 430 South Fairview Avenue, Santa Barbara, California 93117
phone: +1 800 866 1144 | email: Sales@Yardi.com | Yardi.com

NOTICE: Design and content ©2018 Yardi Systems, Inc. All rights reserved. Information is subject to change without notice and does not represent a commitment on the part of Yardi Systems, Inc. RENTCafé® Reach™ and Yardi® are either registered trademarks or trademarks of Yardi Systems, Inc. in the United States and/or other countries. All other products mentioned herein may be trademarks of their respective companies.