REACH by RentCafe®

CASE STUDY

WHICH WEBSITE TOUCHPOINTS CONVERT THE MOST LEADS INTO LEASES?

3,130 properties | 252 companies | 3 months

LIVE VIDEO TOURS	CHAT IQ CHATBOT	FRONT DESK WIDGET	SELF-GUIDED TOURS	NUDGE MARKETING
36.03%	**33.66%**	**27.90%**	**19.78%**	**15.64%**
CONVERSION RATE	CONVERSION RATE	CONVERSION RATE	CONVERSION RATE	CONVERSION RATE

THE QUESTION

Of the many RentCafe website features available today, which ones are best at converting prospects into renters?

THE PROCESS

We examined data from 3,130 property websites to compare how features performed. Conversion rates were determined by dividing the number of leads submitted by the number of leases generated per feature.

THE CONCLUSION

We looked at 10 features, and these five performed the best: live video tours, RentCafe® Chat IQ, the front desk widget, self-guided tours and nudge marketing.
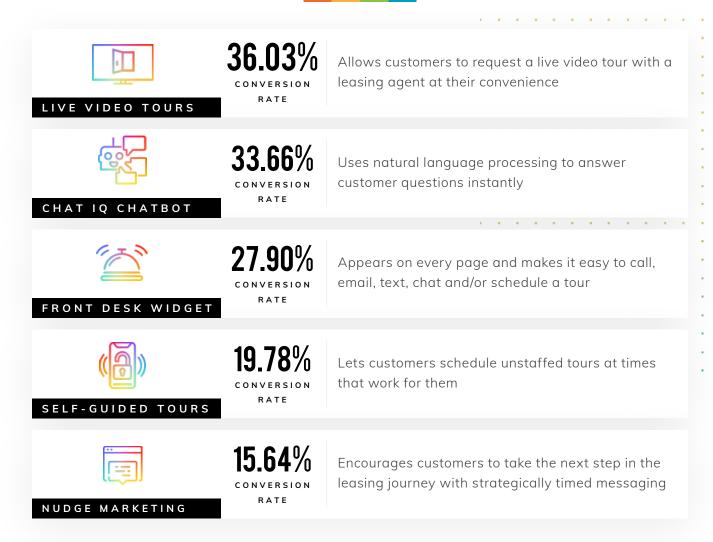
"Optimizing for organic traffic to your website is only the first step. You must also **optimize for conversion** to turn a high volume of visitors into leads and, ultimately, rent-paying residents."

ESTHER BONARDI
Vice President
REACH

Conversion data from 3,130 property websites showed that these 5 features convert the most leads

SEE OUR SERVICES

RESULTS

LIVE VIDEO TOURS
36.03%
CONVERSION RATE

Allows customers to request a live video tour with a leasing agent at their convenience

CHAT IQ CHATBOT
33.66%
CONVERSION RATE

Uses natural language processing to answer customer questions instantly

FRONT DESK WIDGET
27.90%
CONVERSION RATE

Appears on every page and makes it easy to call, email, text, chat and/or schedule a tour

SELF-GUIDED TOURS
19.78%
CONVERSION RATE

Lets customers schedule unstaffed tours at times that work for them

NUDGE MARKETING
15.64%
CONVERSION RATE

Encourages customers to take the next step in the leasing journey with strategically timed messaging

Two other website features in the study delivered conversion rates above 11%. These were the floor plan assistant and floor plan availability notifications.

Are your websites converting renters? Even with professional SEO, if you're not making these features available, you probably aren't getting the best possible conversion rates in your market.

Enable renter engagement features that convert to optimize your website performance.

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