

Yardi's Online Campaigns Boost Leads for Real Estate Management Firm by 160%



About Yardi

www.yardi.com

- Founded in 1984
- Headquartered in Santa Barbara, CA
- Google Partner since 2015
- High performance software provider for the real estate industry
- RENTCafé, an all-in-one marketing and leasing platform, includes dynamic property websites, smart multichannel marketing tools and innovative SEO and SEM capabilities to attract prospects and retain residents.

About Westdale

www.westdale.com

- Founded in 1991
- Headquartered in Dallas, TX
- 1200 member real estate investment and management team that acquires, manages, and develops multi-family, office, retail, and mixed-use properties
- Oversees approximately 200 properties in over 30 cities with a total capitalization of more than \$4 billion

GOALS

- Increase conversion rate and number of leads in a competitive market
- Create targeted SEM/SEO campaigns with conversion tracking to support data driven marketing decisions
- Reduce the cost per lead through improved audience targeting and engagement

Westdale, a national real estate investment and management firm, operates from six regional offices across the country. Building brand awareness and excitement about new properties is key to their success. Making that happen is not always easy, especially in spring and summer when the competition heats up.

Before selecting Yardi's RENTCafé Reach SEO and SEM services, Westdale worked with a firm whose online campaigns produced few conversions or data points, making it difficult to evaluate their performance in niche markets. As a result, Westdale was often unable to test and improve the effectiveness of their campaigns. In a hotly competitive market for Class A apartment rentals, Westdale sought to differentiate their communities from the competition and reach more potential renters.

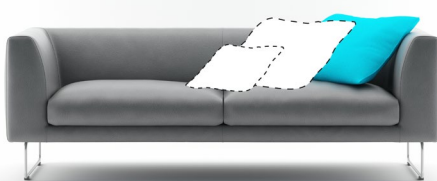
GAME PLAN: ENGAGE YARDI TO INCREASE QUALITY LEADS FOR WESTDALE PROPERTIES

With Yardi's knowledge of the real estate industry and their early adoption of expanded text ads and other Google AdWords products, they tested, analyzed and optimized mobile ad campaigns for Westdale that produced immediate results, including a 160% increase in leads, 81% of which came from mobile. Yardi dramatically increased the conversion rate by 66% while reducing the CPC by half.

RESULTS & METRICS:

160%

Increase in leads



Cost-per-lead
dropped by

56%



66%

Increase in conversion rate



WHY IT WORKED:

Active & Responsive Partnership

"At times, we would have a question about why an indicator was trending a certain way. Not only did Yardi already know the answer, but in most cases, had already made the adjustments to adapt to whatever market conditions were changing."

Jaymz Yates, Director of Technology
Westdale

SEO & SEM Drive Real Results

"AdWords helps us fine tune our targeting to reach prospects both at the beginning of their journey and once they're ready to apply for a place to rent. The RENTCafé platform makes it easy for prospects to complete the entire process online. With a 43% higher click through rate from mobile prospects, we are able to capture the serious leads ready to take a tour."

Jaymz Yates, Director of Technology
Westdale

Transparency & Trust

"The RENTCafé platform allows us to login and see the truth, we aren't relying on just scrubbed reports as we did with our previous partner. That's a big advantage, but you still need someone to make sense of the AdWords system. Yardi has been great in this area. They understand what works and what doesn't."

Jaymz Yates, Director of Technology
Westdale



Specialized in:
Search ads Mobile ads Display ads



Yardi Drives Up Rental Conversion Rate 66% for Westdale Properties

Managing SEO and SEM campaigns requires a deep level of understanding and knowledge about the nuances of a changing set of rules. Yardi was able to deliver exceptional results to Westdale by working closely to understand the challenges each property was facing and provide the expertise needed to build successful campaigns. Yardi researched, planned, and executed SEO and SEM strategies which in turn improved lead generation efforts from organic and paid search results.

Yardi's dynamic leasing platform – RENTCafé – provides a complete marketing solution for the multifamily industry. When combined with Yardi's SEO and SEM services, clients receive a robust, targeted lead generation strategy focused on attracting relevant traffic with strong intent. For Westdale, Yardi's in depth knowledge of the rental industry helps drive on average, a 10% lead conversion rate.

"When properties experience issues with low occupancy, combining SEO and AdWords brings immediate results. Yardi has fine tuned our ad campaigns to reach and convert our desired audience."

—Jaymz Yates / Director of Technology, Westdale

CONCLUSION:

AdWords is an effective, targeted solution for driving qualified renters that are looking for a new home. Individual properties can compete against ILS vendors and drive traffic directly to their own website where they can fully market their property and provide a complete online leasing solution with RENTCafé. By leveraging Yardi's deep industry knowledge and Google partnership, Westdale's marketing efforts were boosted by a robust digital lead generation strategy and targeted ad campaigns.

As a result, Westdale saw significant improvement in the quality of on- and off-line conversions at a lower cost. The powerful combination of SEO and SEM ensured a large footprint in search results and greater opportunity to drive highly qualified lead candidates.