

Which marketing source drives the most apartment tours & leases?

A year's worth of data from **1,400 multifamily properties** points to a few power players



Apartment marketers can reach renters in more ways than one. But which sources drive more tours?

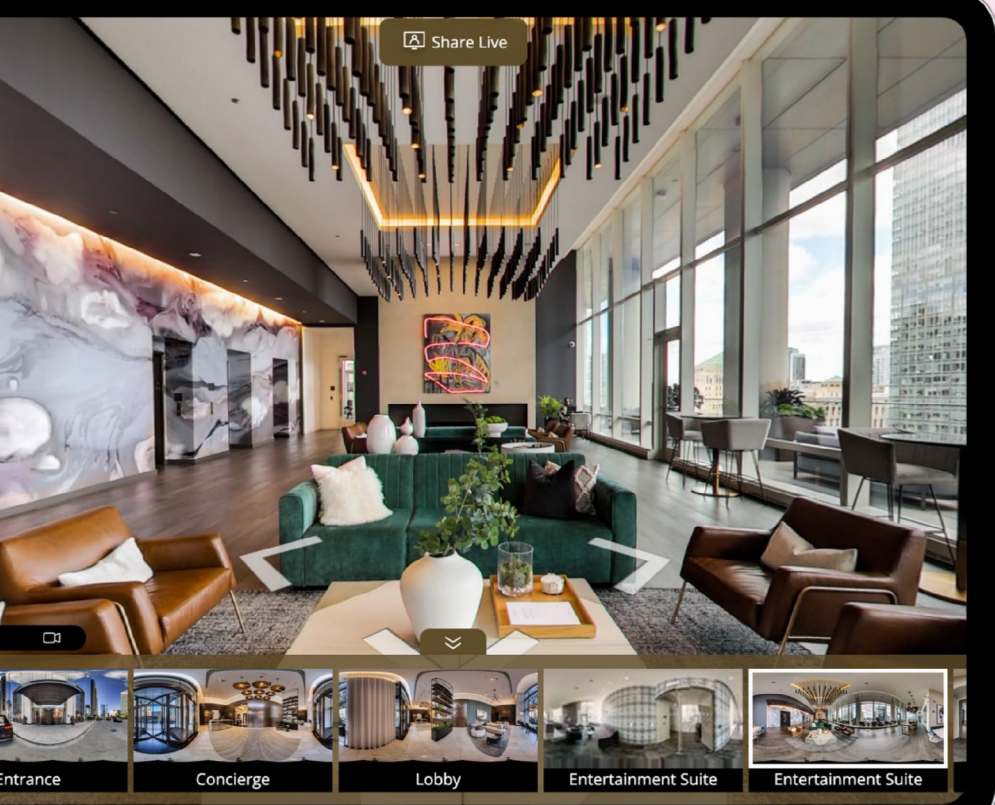
Better yet, more tour-to-lease conversions?

SEO brings in more tours

112,698

TOTAL TOURS

Organic search takes the lead, driving **47.03% of tours**



Compared to the best performing ILS, organic search had a **18.26% higher tour-to-lease conversion rate**

What about leases?

TOUR-TO-LEASE CONVERSION RATES ARE TELLING



48.41%

REACH SEO



39.69%

REACH PPC



27.74%

RentCafe.com

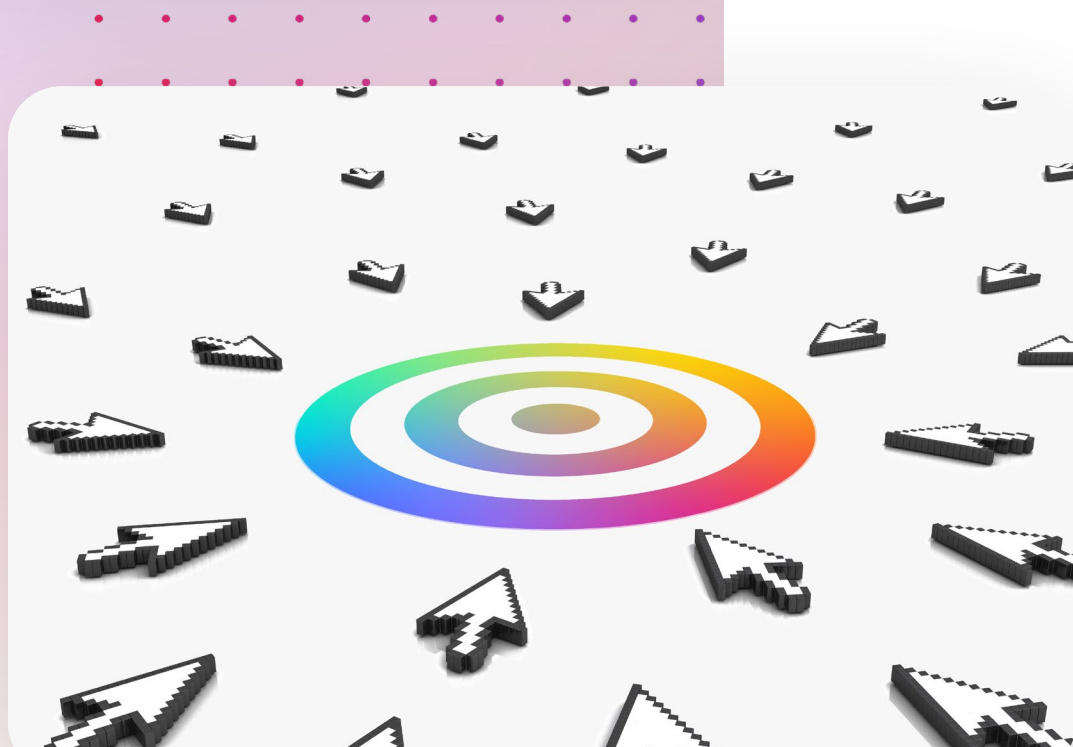
3 things to think about



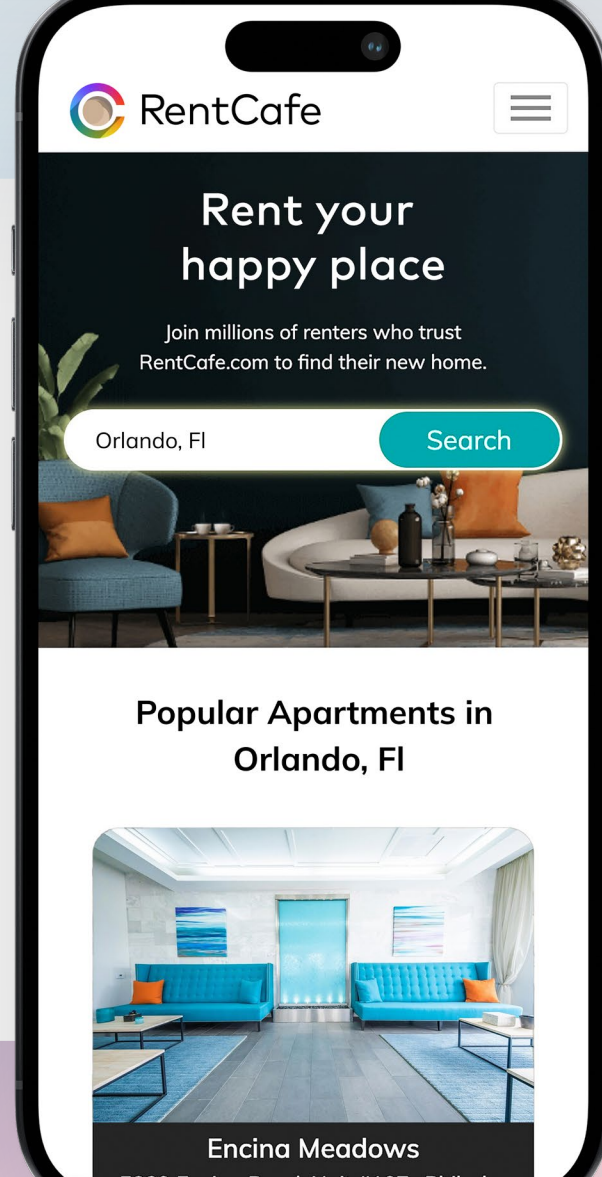
Organic search had an **18.26% higher conversion rate** than the highest ILS



PPC ads saw a **9.54% higher conversion rate** than the highest ILS



RentCafe.com got the **second highest conversion rate** of any ILS



HERE'S A FUN FACT

50% of all social media prospects booked a tour



THE CATCH

Social prospects accounted for < 1% of all tours (1,501 tours)



THE TAKEAWAY

While social converts at a high rate, the volume of traffic is low



THE TIP

Use social to support (not substitute) other marketing sources



THE ACTION PLAN

Stay active on social and keep your tour links up to date

BONUS DATA

Virtual tours by LCP Media are proven to convert renters, driving **72% more leases**

The data says **organic SEO is the best foundation** for tours that lead to leases, but other sources perform well too

Do you have a balanced strategy in place?

REACH

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DIGITAL MARKETING AGENCY