



Case Study

A leading property management company combats iOS 14.5 update using Facebook offline data to continue producing successful social media marketing campaigns.



ApartmentGeofencing.com

Company Profile

A premier, vertically integrated, multifamily investment, development and property management company headquartered in the southwest.

The Goal

When Apple released their iOS 14.5 update, new privacy controls were implemented that required apps to get a user's permission to track data across devices for advertising purposes. This new update impacted the digital marketing world, especially in tracking website conversions which measure the effectiveness of ad campaigns. ApartmentGeofencing.com wanted to combat this loss of data by tracking offline property tours using Facebook Events Manager. We turned to one of our largest clients to beta test tracking property tours using data from their CRM system.



The Approach

On a daily basis, our client began sending property tour data to the ApartmentGeofencing.com paid social team who then uploaded it via an API integration directly into a new offline event source within Facebook Events Manager. Once uploaded, Facebook's system would begin connecting the offline property tour data with anyone who has interacted with or seen the Facebook and Instagram ads managed by ApartmentGeofencing.com. If a match were detected, Facebook would provide credit to one of the active client campaigns, counting it as an offline conversion. In the first two weeks, the cost per conversion decreased 19% compared to the previous two weeks.

The Results

Average results measured over a 2-month period.



26%

Decrease in cost per conversion
(website leads and property tours)

“*ApartmentGeofencing.com has gone above and beyond to make sure our campaigns are performing well and continue to record actions that are meaningful to our company. Despite changes to the digital marketing landscape, they have found solutions to overcome barriers and provide value to their clients. We've continuously been impressed with their dedication.*

Sr. Director of Marketing

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Conclusion

Tracking property tours from Facebook ads yielded promising results in just a 2-month timeframe, reducing the cost per conversion by 26%. As cookies are phased out, using first party data to track the effectiveness of paid social campaigns will become extremely important. ApartmentGeofencing.com is well positioned to provide effective, trackable campaigns for our clients.



ApartmentGeofencing.com