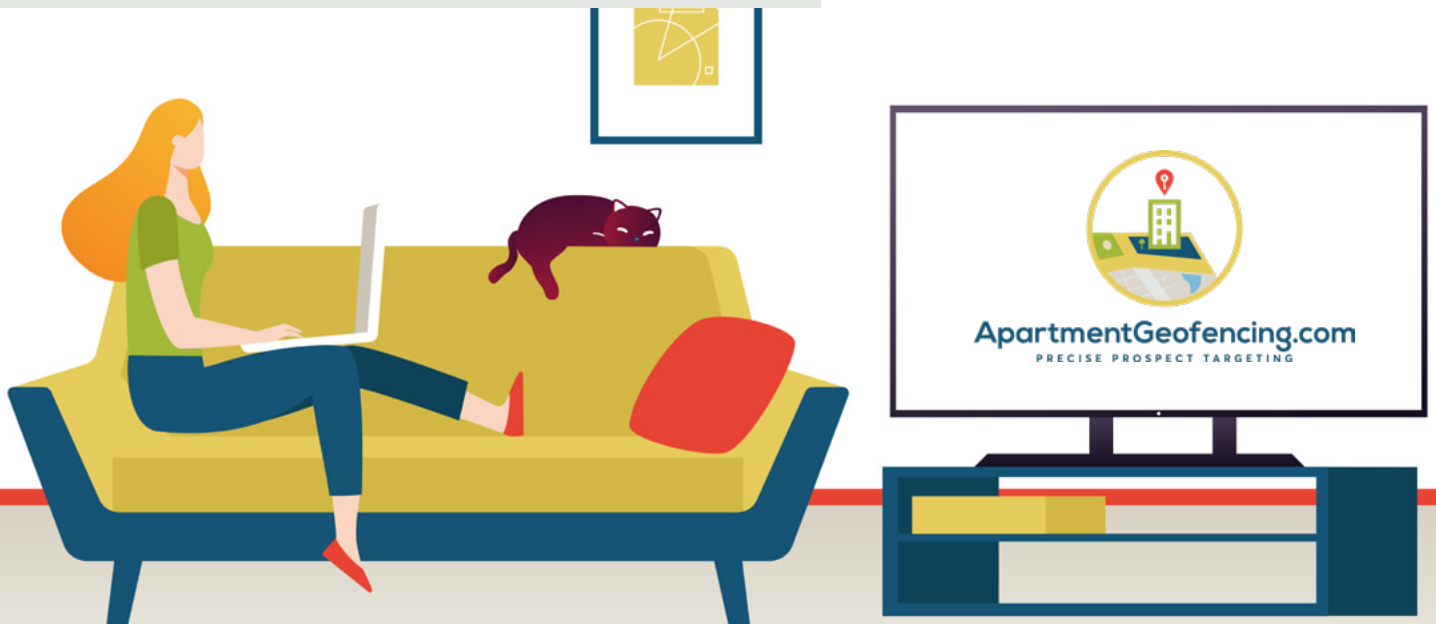


OTT/CTV Case Study

AFFORDABLE, HIGHLY-TARGETED, UNSKIPABLE COMMERCIALS

For more information on how OTT/CTV can drive new leads and leases for your apartment community, please visit

www.apartmentgeofencing.com



What is OTT/CTV?



Over The Top (OTT) means we no longer have to go through major cable companies to purchase expensive TV campaigns.

Connected TV (CTV) are devices that we can target and track like any other device with pinpoint accuracy and conversion metrics.



**Click here to
watch a short
explainer video**



How are results tracked?

Using cross-device matching, based on Wi-Fi and IP Address, we can group all the devices together in an apartment. Laptops, mobile phones, tablets, connected TVs – all become one and trackable.

We'll know what happens after someone watches your commercial – if they convert on your website with their laptop or tablet or visit your leasing office with their mobile device.



Results by Community

	Luxury, High-Rise, Urban (Baltimore, MD)	Luxury, Mixed-Use, Mid-Rise, Urban (Washington, DC)	Luxury, High-Rise, Urban (Pittsburgh, PA)	Student, Urban (Multiple Locations, Midwest)
Commercial Views	3,552	8,741	5,355	5,328
Complete Rate	99%	99%	98%	99%
Mute Rate	0.11%	0.48%	0.09%	0.28%
Pause Rate	0.37%	0.62%	0.13%	0.31%
Cost Per 1000 Views	\$47.26	\$47.15	\$44.07	\$38.97
Total Cost	\$272.82	\$681.54	\$429.52	\$207.23
Walk Ins	13	7	22	4
Website Conversions	15	3	4	2
Cost Per Acquisition (Combined)	\$9.74	\$68.15	\$16.52	\$34.54

Results by Channel

	Commercial Views	Walk Ins	Website Conversions
Pluto	7,297	6	1
Samsung TV	3,619	5	2
Vizio	2,099	2	0
Discovery	880	2	0
Kitchen Flix (ROKU)	404	2	2
HGTV	340	0	1
Drama TV (ROKU)	308	0	3
Newsy	287	0	2
Travel Channel	246	1	0
Sling	77	2	2



What kind of video is needed?

All we need is a 15 or 30 second video – which is also the biggest hurdle. Most properties don't have these videos readily available. We can provide you the specs to create in-house or with an agency, or we can create a montage video for you.

Montage videos combine still imagery, music and professionally recorded voice-over into an informative and visually captivating video.

We charge a low, one-time fee for these videos that you'll own and can also use on your website, ILs, social media etc.

15 second
video

\$395

15 second &
30 second video

\$695



Visit our Vimeo Showcase for example montage videos:

<https://vimeo.com/showcase/8168384>



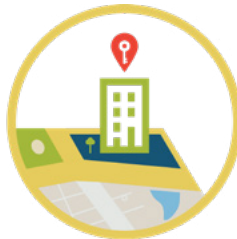
About ApartmentGeofencing.com

We are a group of digital marketers focused solely on implementing geofencing technology for our multifamily clients.

We pride ourselves in being ultra-available and providing insight and recommendations that our multifamily clients demand. We use geofencing technology and location-based marketing to research and target prospective renters to drive new leads and leases for apartment communities. Our leadership team has over 20 years of industry experience and digital marketing expertise.



Interested in learning more? [Click to Schedule a demo today.](#)



ApartmentGeofencing.com
PRECISE PROSPECT TARGETING