



Case Study



ApartmentGeofencing.com
PRECISE PROSPECT TARGETING

Leading property management company sees location-based marketing drive huge increase in direct & organic website traffic.

Company Profile

The Prime Company has been designing, building, and operating multifamily and student housing properties across the country for over 15 years, with over \$250 million in assets under management.

The Goal

The Prime Company team wanted to gain a complete picture of the overall impact and effectiveness of the geofencing display, OTT/CTV, and paid social campaigns running with ApartmentGeofencing.com



The Approach

Beyond direct campaign results (walk-in traffic, impressions, clicks, website conversions, etc.), the five Prime Company communities running campaigns with ApartmentGeofencing.com were also experiencing an overall lift in website traffic. Suspecting a correlation, ApartmentGeofencing.com took a close look at each of the five properties' website traffic trends over the first two-months of their geofencing display, OTT/CTV, and paid social campaigns.

The Results*



45%

Increase in direct website traffic

*Average results of geofencing display, OTT/CTV, and paid social campaigns for five Prime Place communities, measured over the initial 60-days of each campaign



We signed up with ApartmentGeofencing.com because we liked how they target audiences through mobile, streaming TV, and social. In addition to the walk-ins and online conversions, we were excited to see our organic and direct website traffic increase during the test period.

Ben Brown, VP of Leasing & Marketing



Conclusion

Even though Prime Place reduced paid search spend by over 50% during the initial two-month duration analyzed, they still experienced a 45% increase in direct traffic and 9% increase in organic traffic vs. the immediate two-month period before their ApartmentGeofencing.com campaigns began. When looking at year-over-year traffic, direct traffic spiked by 25% while organic traffic experienced a 41% increase. These correlations helped the Prime Place team conclude that targeted upper- and mid-funnel advertising drives improved intent-based marketing performance. Armed with these findings, Prime Place was able to gain more insight into the overall impact and positive effects that their ApartmentGeofencing.com campaigns were having on overall digital marketing performance.

