

Why, where & how it converts renters

Wondering if you should make room in your budget for pay-per-click ads?

The data overwhelmingly says yes, you should!

Why use PPC?

Data from 1,533 apartment communities shows that leads from pay-per-click ads managed by our agency convert at a higher rate than leads from traditional marketing sources, like ILSSs.

The data shows that leads from PPC ads are more likely to become renters.

Apartment PPC by region

See the conversion rates for traffic from REACH pay-per-click ads across the U.S..

More competitive regions show a slightly lower conversion rate, but all regions substantially outperform traditional advertising.

4 benefits of apartment PPC

1

Targeted advertising

Create flexible ads tailored to your specific needs and availability.

2

Increased traffic

See the impact of PPC ads on your website traffic almost instantly.

3

Time saved

Drive high-converting leads, so your staff spends less time chasing dead-end prospects.

4

Trackable results

Attribute new leads and leases at your property to your PPC traffic.

Our PPC experts are dedicated to **optimizing campaigns and tracking results** for our clients, so you can rest easy knowing you're getting the best performance without having to manually tweak your campaigns day in and day out.

KYLE JONES
Agency Manager
REACH by RentCafe

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DIGITAL MARKETING AGENCY