



## PPC

# Reach more renters with targeted advertising

Set up effective pay-per-click ad campaigns in just minutes with help from a Google Partner. We work with you to define the best search engine marketing mix for your properties — from platform selection to budget recommendations.

### BE FOUND

Attract and convert prospects with ads on popular search engines and sites

### SEE SUCCESS

View impressions and clicks as well as confirmed leads and leases

### STAY IN CONTROL

Manage and adjust spend as needed



## PPC



### CAMPAIGN OPTIMIZATION

Gain a competitive advantage by partnering with a team of Google Ads certified specialists. We'll find the right campaigns, keywords and copy for you.



### PLATFORM FLEXIBILITY

Advertise on platforms that fit the property and audience. Attract prospects with campaigns on Google, Facebook, Instagram, Bing and others.



### TAILORED ADVERTISING

Send traffic to your websites based on property needs and occupancy trends. Target ads based on demographics, location, timing and mobility.



### BUDGET CONTROL

Manage your ad spend easily using a simple dashboard. Our experts can provide recommendations specific to your goals.



### DETAILED REPORTING

Get complete visibility into spend, impressions, clicks, leads and leases. Monthly reports help you understand ad traffic and conversions.



### HOLISTIC MANAGEMENT

Access our full range of services and features — including different campaign types and unlimited keywords — without worrying about additional costs.

## MAKE DATA-DRIVEN ADVERTISING DECISIONS

Track and analyze your performance anytime in Marketing IQ, an analytics dashboard included with our PPC and SEO services. Grow your capabilities with optional AI-powered budget recommendations and more.



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