

Glendale, AZ | 59Evergreenapts.com

envida

# CAMPAIGN $\begin{pmatrix} A \\ B \\ C \end{pmatrix}$ **Social Ads & PPC**

### Timeline

### Ad Budget

8 Months February 2022 - October 2022 \$250 social \$2,000 Google PPC

# **Tools Used**

Facebook **f** Instagram 👩

Google PPC

Google Analytics + Tag Manager

Branded Lead Generation



**Facebook Social Ads** 

bl,U Impressions

42,869 Clicks

CPC

6.48% **CTR** 

**Top Performing Ads** COLLECTION AD (MAY 2022)-

### **TOP PERFORMING ADS**



1, 2, & 3-Bedroom Apartments in Glendale, AZ

59 Evergreen Visit our website for more info on our spacious 1-bed, 1-bath Ash apartment floor plan in Glendale, AZ. Starting at \$1,500.

ludu



59 Evergreen

Lease the 1, 2 or 3-bedroom apartment fit for your unique lifestyle in an ideal Glendale, AZ location. 🌽



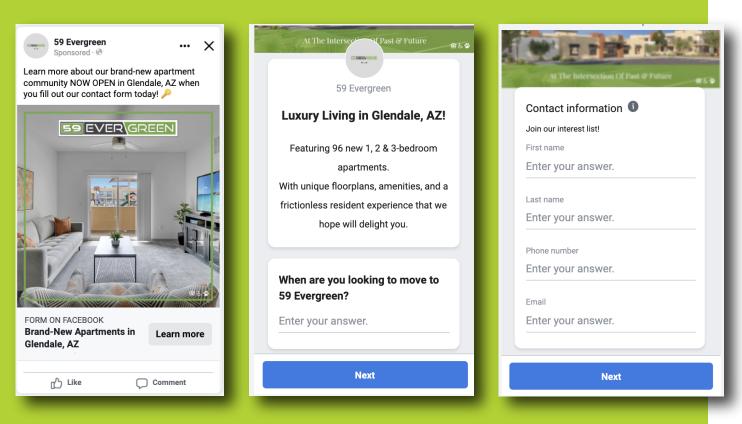
1, 2, & 3-Bedroom Apartments in Glendale, AZ







### FACEBOOK LEAD GENERATION



### **GOOGLE PPC**

| Showing 2 of 2 Rows |             |        |         |        |                 |             |                   |
|---------------------|-------------|--------|---------|--------|-----------------|-------------|-------------------|
| CAMPAIGN            | IMPRESSIONS | CLICKS | AVG CPC | CTR    | CONVERSION RATE | CONVERSIONS | COST / CONVERSION |
| Search - Glendale   | 8,695       | 1,115  | \$1.29  | 12.82% | 7.98%           | 89.00       | \$16.17           |
| Search - University | 8,121       | 852    | \$1.00  | 10.49% | 0.82%           | 7.00        | \$122.12          |
|                     |             |        |         |        |                 |             |                   |

| 1.2.8.2 Padroom Apartmente   Apartmente in   |   |
|--|---|
| 1, 2, & 3-Bedroom Apartments   Apartments in<br>Glendale   Enviable Glendale Neighborhood<br>Ad www.59evergreenapts.com<br>Spacious, 1, 2, & 3-Bedroom Apartments. Glendale<br>Apartments With Modern Updates & Spacious<br>Layouts. Schedule a Tourl<br>Site Map<br>View Amenities<br>Browse Neighborhood | Glendale Apartments   Apartments in<br>Glendale   Enviable Glendale Neighborhood<br>Ad www.59evergreenapts.com<br>Spacious, 1, 2, & 3-Bedroom Apartments. Glendale<br>Apartments With Modern Updates & Spacious<br>Layouts. Schedule a Tour!<br>Site Map<br>Our Technology<br>Browse Neighborhood |
| Browse Neighborhood  | Browse Neighborhood   |
|  | Ad www.59evergreenapts.com<br>Spacious, 1, 2, & 3-Bedroom Apartments. Glendale<br>Apartments With Modern Updates & Spacious<br>Layouts. Schedule a Tour!<br>Site Map<br>View Amenities  |

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerc

A Home

Custom

7,582 clicks, 71,288 impressions, \$0.04 CPC, 10.64% CTR

# COLLECTION AD (AUGUST 2022)-

6,964 clicks, 114,932 impressions, \$0.05 CPC, 6.09% CTR

COLLECTION AD (JUNE 2022)-5,750 clicks, 62,121 impressions, \$0.05 CPC, 9.26% CTR

# **Floor Plan Ads**

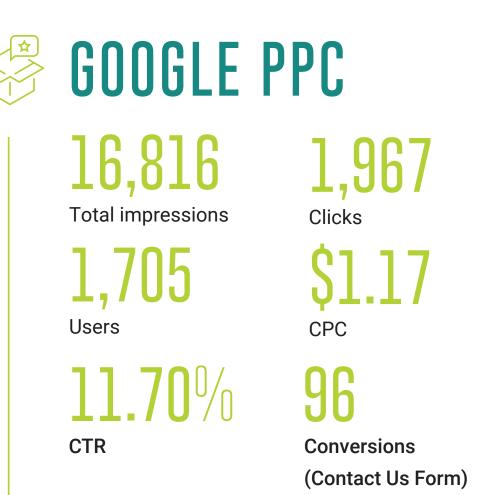
FLOORPLAN - ASH (APRIL 2022)-1,517 clicks, 36,637 impressions, \$0.16 CPC, 4.14% CTR

FLOORPLAN - ASH (FEB. 2022)-1,210 clicks, 23,940 impressions, \$0.17 CPC, 5.05% CTR

FLOORPLAN - ASH (MARCH 2022)-1,048 clicks, 20,761 impressions, \$0.14 CPC, 5.05% CTR

# **Facebook Lead Generation**

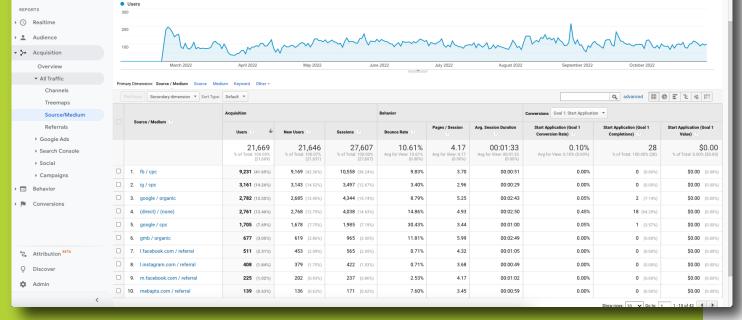
164 Leads @ \$2.20



### **Two Campaigns**

Day Week Month 🛃 🕄

+ One focused on branded, competitors, city,



| Plot Rows Secondary dimension  Sort Type: Default  Defaul |   |  |  |  |   |  |   |  |  |  |  |
|--|---|--|--|--|---|--|---|--|--|--|--|
|  |   | Acquisition                                    | Behavior                                       |  |   | Conversions Goal 1: Start Application 💌            |   |  |  |  |  |
|  | Source / Medium 💿                             | Users 💿 🗸                                      | New Users 💿                                    | Sessions                                       | Bounce Rate   | Pages /<br>Session<br>?                            | Avg. Session<br>Duration ⑦                    | Start<br>Application<br>(Goal 1<br>Conversion<br>Rate) | Start Application<br>(Goal 1<br>Completions) | Start Application<br>(Goal 1 Value)            |  |
|  |   | <b>5,085</b><br>% of Total:<br>100.00% (5,085) | <b>4,942</b><br>% of Total:<br>100.04% (4,940) | <b>6,845</b><br>% of Total:<br>100.00% (6,845) | <b>23.94%</b><br>Avg for View:<br>23.94%<br>(0.00%) | <b>4.45</b><br>Avg for<br>View:<br>4.45<br>(0.00%) | 00:02:02<br>Avg for View:<br>00:02:02 (0.00%) | 0.38%<br>Avg for View:<br>0.38% (0.00%)                | <b>26</b><br>% of Total:<br>100.00% (26)     | <b>\$0.00</b><br>% of Total: 0.00%<br>(\$0.00) |  |
|  | 1. google / cpc                               | 1,705 (32.48%)                                 | 1,678 (33.95%)                                 | 1,985 (29.00%)                                 | 30.43%  | 3.44   | 00:01:00                                      | 0.05%  | 1 (3.85%)                                    | \$0.00 (0.00%)                                 |  |
|  | 2. fb / cpc                                   | 960 (18.29%)                                   | 912 (18.45%)                                   | 1,101 (16.08%)                                 | 32.15%  | 3.07   | 00:00:40                                      | 0.00%  | 0 (0.00%)                                    | \$0.00 (0.00%)                                 |  |
|  | 3. (direct) / (none)                          | 927 (17.66%)                                   | <b>898</b> (18.17%)                            | 1,407 (20.56%)                                 | 22.32%  | 5.03   | 00:03:08                                      | 1.14%  | <b>16</b> (61.54%)                           | \$0.00 (0.00%)                                 |  |
|  | 4. gmb / organic                              | 677 (12.90%)                                   | 619 (12.53%)                                   | 965 (14.10%)                                   | 11.81%  | 5.99   | 00:02:49                                      | 0.00%  | <b>0</b> (0.00%)                             | \$0.00 (0.00%)                                 |  |
|  | 5. google / organic                           | <b>454</b> (8.65%)                             | <b>378</b> (7.65%)                             | 707 (10.33%)                                   | 14.57%  | 5.48   | 00:03:06                                      | 0.28%  | <b>2</b> (7.69%)                             | \$0.00 (0.00%)                                 |  |
|  | 6. ig / cpc                                   | <b>218</b> (4.15%)                             | <b>213</b> (4.31%)                             | <b>240</b> (3.51%)                             | 44.17%  | 2.80   | 00:00:46                                      | 0.00%  | <b>0</b> (0.00%)                             | \$0.00 (0.00%)                                 |  |
|  | 7. I.facebook.com / referral                  | <b>69</b> (1.31%)                              | <b>67</b> (1.36%)                              | 77 (1.12%)                                     | 3.90%   | 5.79   | 00:01:10                                      | 0.00%  | <b>0</b> (0.00%)                             | \$0.00 (0.00%)                                 |  |
|  | 8. l.instagram.com / referral                 | <b>41</b> (0.78%)                              | 40 (0.81%)                                     | <b>43</b> (0.63%)                              | 0.00%   | 4.67   | 00:01:18                                      | 0.00%  | <b>0</b> (0.00%)                             | \$0.00 (0.00%)                                 |  |
|  | 9. m.facebook.com / referral                  | <b>29</b> (0.55%)                              | <b>29</b> (0.59%)                              | <b>33</b> (0.48%)                              | 12.12%  | 4.55   | 00:01:29                                      | 0.00%  | <b>0</b> (0.00%)                             | \$0.00 (0.00%)                                 |  |
|  | 10. 59evergreenapts.securecafe.com / referral | <b>28</b> (0.53%)                              | 4 (0.08%)                                      | <b>65</b> (0.95%)                              | 4.62%   | 8.85   | 00:07:06                                      | 1.54%  | 1 (3.85%)                                    | <b>\$0.00</b> (0.00%)                          |  |

and floor plans

+ One focused on ASU West and GCU students housing

### **Property Performance Report**

59 Evergreen

Summarize By = Property/Ad Source

| Ad Source                            | Calls    | Emails   | Walk-Ins | Prospects | Appts | Shows | Apps | Leases | Move-ins | Follow-ups | Follow-ups | Follow-ups |
|--------------------------------------|----------|----------|----------|-----------|-------|-------|------|--------|----------|------------|------------|------------|
|                                      | Incoming | Incoming |          | New       |       |       |      |        |          | Assigned   | Completed  | Missed     |
|                                      |          |          |          |           |       |       |      |        |          |            |            |            |
| Apartment List                       | 0.00     | 7.00     | 0.00     | 7.00      | 0.00  | 0.00  | 0.00 | 0.00   | 0.00     | 20.00      | 10.00      | 7.00       |
| Drive-by/Walk-in/Curb Appeal/Signage | 0.00     | 0.00     | 6.00     | 6.00      | 0.00  | 6.00  | 1.00 | 3.00   | 1.00     | 13.00      | 6.00       | 6.00       |
| Envida                               | 0.00     | 18.00    | 0.00     | 18.00     | 1.00  | 0.00  | 0.00 | 0.00   | 0.00     | 57.00      | 38.00      | 12.00      |
| Google / Other Search Engine         | 0.00     | 0.00     | 2.00     | 2.00      | 0.00  | 2.00  | 0.00 | 0.00   | 0.00     | 2.00       | 2.00       | 0.00       |
| Property Website                     | 21.00    | 28.00    | 0.00     | 29.00     | 1.00  | 1.00  | 2.00 | 0.00   | 0.00     | 70.00      | 31.00      | 18.00      |
| Referral - Other/Unknown             | 0.00     | 0.00     | 0.00     | 0.00      | 0.00  | 0.00  | 1.00 | 0.00   | 0.00     | 0.00       | 0.00       | 0.00       |
| RENTCafe.com ILS                     | 0.00     | 2.00     | 0.00     | 2.00      | 0.00  | 0.00  | 0.00 | 0.00   | 0.00     | 3.00       | 1.00       | 1.00       |
| Urgent Lead                          | 0.00     | 12.00    | 0.00     | 0.00      | 0.00  | 0.00  | 0.00 | 0.00   | 0.00     | 0.00       | 0.00       | 0.00       |
| Total                                | 21.00    | 67.00    | 8.00     | 64.00     | 2.00  | 9.00  | 4.00 | 3.00   | 1.00     | 165.00     | 88.00      | 44.00      |
|                                      |          |          |          |           |       |       |      |        |          |            |            |            |
| Grand Total                          | 21.00    | 67.00    | 8.00     | 64.00     | 2.00  | 9.00  | 4.00 | 3.00   | 1.00     | 165.00     | 88.00      | 44.00      |



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