

envida

S O C I A L / M E D I A

EVOLVE WITH ENVIDA

ADS & REPORTING VOCABULARY 101

THE
NATION'S LEADING
multifamily **MARKETING AGENCY**

5,000+
PROPERTIES

leased in over 500 cities

15+
YEARS

in Multifamily

HIGH-TOUCH & HYPERLOCAL

PERFORMANCE BASED

CUSTOM & CREATIVE

MANAGEMENT PLANS

premier

LEASE & INFLUENCE

The fastest growth with the most traffic

PRE-LEASE

Stand out before your doors even open

STABILIZATON

For communities with an already strong voice

just the basics

SOCIAL BOOST

A maintenance-focused campaign with a paid content boost

JUST COOL POSTS

Organic content posting for well established communities

plan add-ons

- + Copywriting
- + Pitch Services
- + Video Editing
- + Instagram Reels
- + Instagram Stories
- + Influencer Marketing
- + And more!

WHAT YOU'LL LEARN

1. IDENTIFYING KEY KPIS TO MONITOR ENGAGEMENT
2. THE IMPORTANCE OF MEASURING AD PERFORMANCE
3. THE POWER OF TARGETED ADVERTISING



IDENTIFYING PAGE KPIS

1

PAGE LIKES

The number of people who have liked your page.



2

POST REACH

The number of unique users who have seen a specific post.

3

IMPRESSIONS

The number of times your content has been viewed.

4

ENGAGEMENT

The number of reactions, comments, and shares on your content.



5

VIDEO VIEWS

The number of times your videos have been viewed.

6

POST ENGAGEMENT

The number of reactions, comments, and shares on a specific post.

7

DEMOGRAPHICS

The age, gender, location, and language of your page's audience.



THE IMPORTANCE OF MEASURING AD PERFORMANCE

- 1 Reach:** The number of unique people who have seen your ad.
- 2 Impressions:** The total number of times your ad was shown.
- 3 Clicks:** The number of times people clicked on your ad.
- 4 Click-Through Rate (CTR):** The percentage of people who saw your ad and clicked on it.
- 5 Cost Per Click (CPC):** The average cost you pay for each click on your ad.
- 6 Leads:** The number of times people took a desired action, such as filling out a form, after clicking on your ad.

- 7 Conversion Rate:** The percentage of people who clicked on your ad and completed a desired action.
 - 8 Cost Per Lead:** The average cost you pay for each Lead.
 - 9 Engagement:** The number of reactions, comments, and shares your ad received.
 - 10 Frequency:** The average number of times your ad was shown to each person.
 - 11 Cost Per Thousand (CPM):** The cost of reaching 1,000 people or viewers.
- 

THE POWER OF TARGETED ADVERTISING

THE POWER OF TARGETED ADVERTISING LIES IN ITS ABILITY TO DELIVER PERSONALIZED AND RELEVANT MESSAGES TO POTENTIAL CONSUMERS. BY DOING THIS, COMMUNITIES REACH THEIR TARGET AUDIENCE MORE EFFECTIVELY, INCREASE ENGAGEMENT AND CONVERSIONS, AND ULTIMATELY DRIVE BUSINESS GROWTH.

envida

S O C I A L / M E D I A

*Thank
you!*

ENVIDA.COM

follow us @envidasocial

