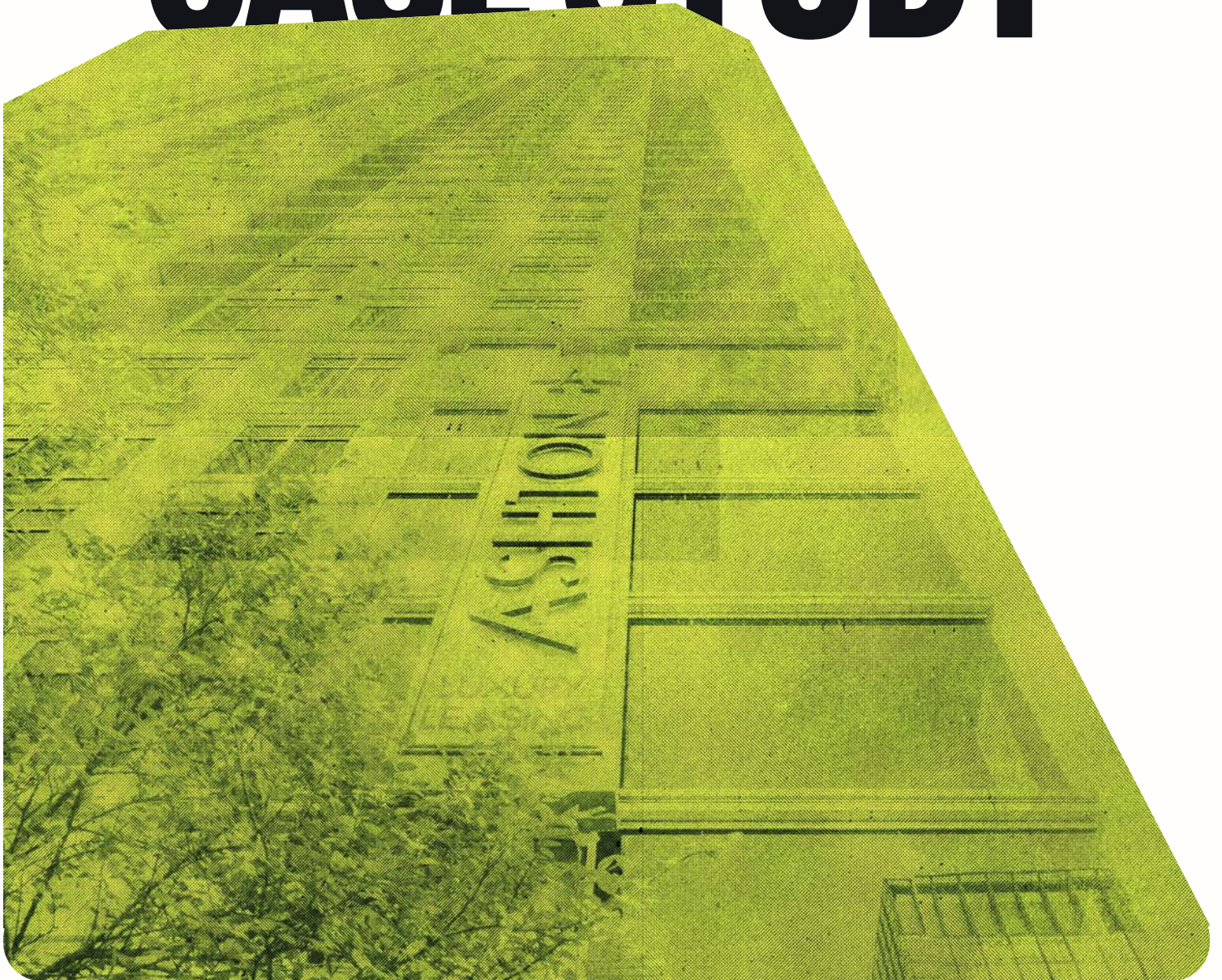


TURNING WEB TRAFFIC INTO TOUR TRAFFIC

ASHTON AUSTIN CASE STUDY

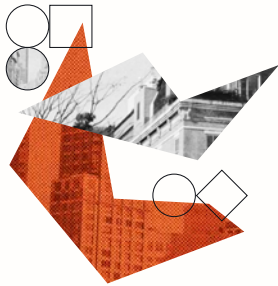


Located in Downtown Austin, Ashton Austin offers luxury high-rise living with skyline views, premium amenities and walkable access to some of the city's best dining, entertainment and employers. Competing in one of the country's fastest-moving rental markets meant standing out required more than visibility alone.

MEET ASHTON AUSTIN



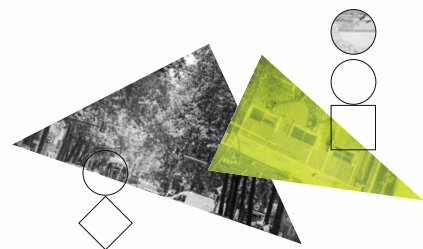
Ashton Austin already had visibility. The challenge was turning that visibility into action. In a highly competitive leasing market, the team needed paid social to do more than build awareness. They needed a strategy that would drive high-intent traffic, encourage prospective residents to schedule tours and generate measurable leasing momentum.



THE CHALLENGE

Rather than separating out brand awareness and Lead Generation objectives, we built one strategy designed to do both. Website Traffic campaigns guided future residents to floor plans, pricing and virtual tours, while Lead Generation campaigns captured valuable renter insights directly on Meta. Together, the campaigns drove qualified website traffic, while building a stronger leasing pipeline.

THE STRATEGY



CAMPAIGN OVERVIEW

- + **Market:** Austin, TX
- + **Duration:** 3 Months
- + **Plan Type:** Lease & Leads
- + **Platforms:** Facebook & Instagram
- + **Campaign Type:** Website Traffic & Lead Generation
- + **Monthly Ad Spend:** \$1,000

LEAD PROFILE & CONVERSION INSIGHTS

- + 56 Qualified Leads Captured
- + Nearly 1 in 2 Leads Planned to Move Within the Next 90 Days
- + Two-Bedroom Homes Drove the Highest Interest (55%)
- + 12-Month Leases Were the Clear Preference (57%)
- + Affordability Was the Biggest Factor Influencing Leasing Decisions (57%)

THE IMPACT

229,076

IMPRESSIONS

1,909

FLOOR PLAN PAGE VISITS

3.16%

CLICK-THROUGH RATE
OUTPERFORMED THE ENVIDA
BENCHMARK BY 23%

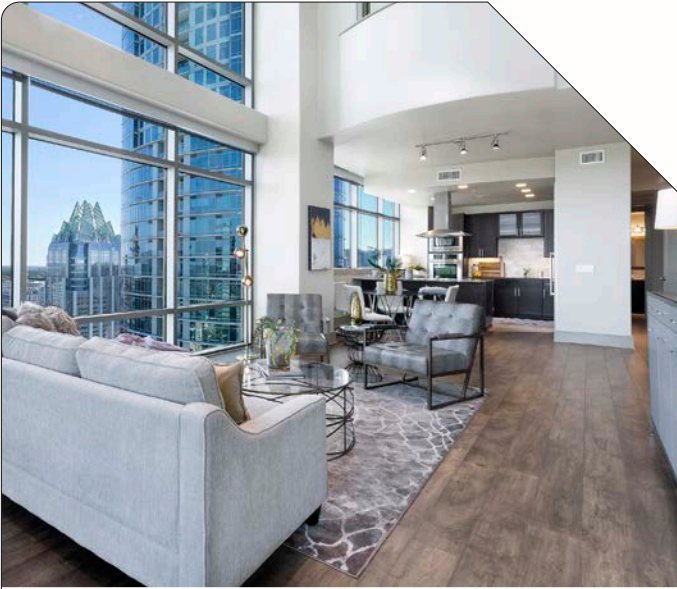
182

VIRTUAL
TOURS

26.75%

KEY EVENT RATE
MORE THAN 1 IN 4 VISITORS
COMPLETED A MEANINGFUL
LEASING ACTION





A LASTING IMPACT

Ashton Austin proved that Website Traffic campaigns can do much more than generate clicks. On a modest monthly budget, the campaign reached more than 229,000 apartment shoppers, drove nearly 2,000 floor plan visits, generated 182 virtual tours and captured 56 qualified leads. More importantly, it gave the onsite team valuable insight into who was actively looking, what they wanted and when they planned to move.



KEY TAKEAWAYS

- + **Website traffic is only valuable when it leads somewhere.** The campaign moved future residents from social media to meaningful leasing actions.
- + **A smarter strategy outperformed a bigger budget.** Targeted campaigns delivered strong results without excessive ad spend.
- + **The leads told a story.** Campaign data revealed what future residents valued most, helping inform future leasing efforts.

**LET'S TURN YOUR CAMPAIGN
INTO THE NEXT CASE STUDY**

Start the conversation at getsocial@envida.com.