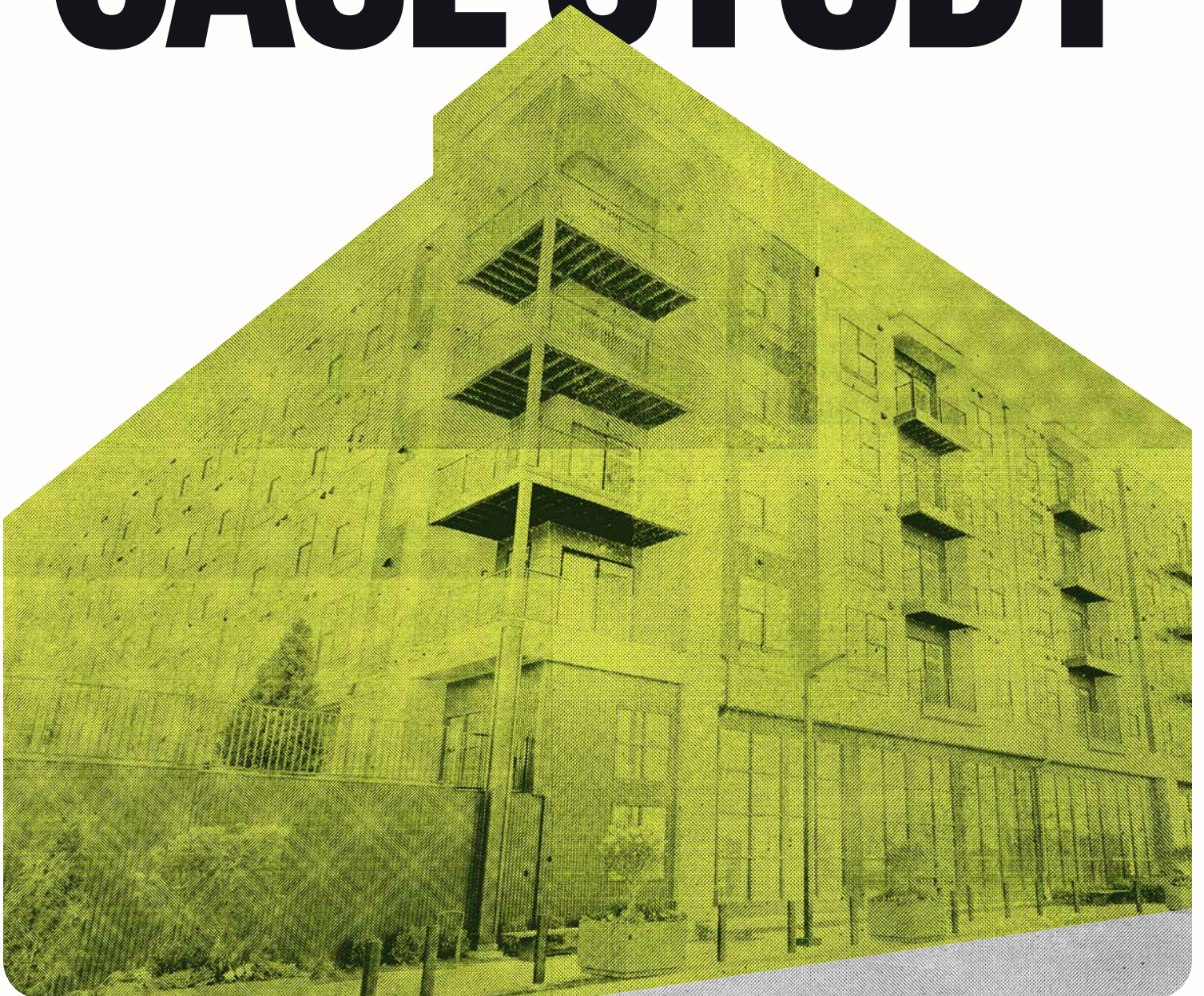


FROM LEADS TO LEASES:
HOW \$800 TURNED INTO 4 MOVE-INS

J VERIDIAN CASE STUDY

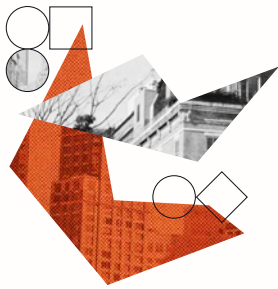


J Veridian Upper Dublin is a 310-unit luxury apartment community in Fort Washington, PA, offering upscale one-, two-, and three-bedroom homes alongside 40,000+ square feet of resort-style amenities across 16 acres.

MEET J VERIDIAN



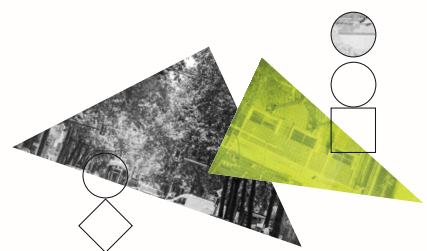
New availability called for more than awareness. J Veridian needed to connect with high-intent renters and turn interest into qualified leasing inquiries.



THE CHALLENGE

We paired Meta Instant Forms with conversion-focused creative to remove friction from the leasing journey. Prospects could submit their information without leaving Facebook or Instagram, resulting in more qualified leads and faster follow-up opportunities.

OUR STRATEGY



THE CAMPAIGN

- + **Market:** Philadelphia, PA
- + **Duration:** 2 Months
- + **Platforms:** Facebook & Instagram
- + **Campaign Type:** Lead Generation (Instant Forms)
- + **Ad Spend:** \$800 Total

THE IMPACT

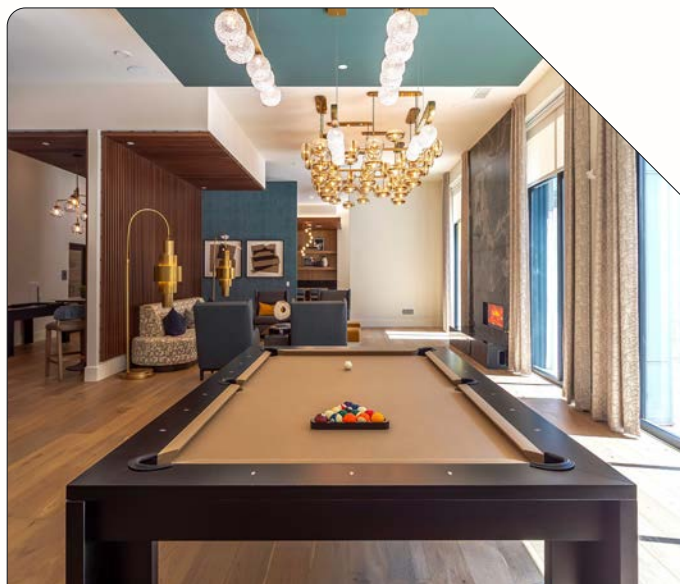




LEADS WITH INTENT

The campaign didn't just generate leads, it revealed valuable leasing insights. 1-bedroom floor plans accounted for 63% of responses, closely matching current availability, while 44% of prospects planned to move within 90 days.

The campaign also attracted a diverse, high-intent audience across multiple renter demographics, giving the leasing team stronger opportunities to convert demand into signed leases.



THE BOTTOM LINE

- + Generated 139 qualified leads, while outperforming industry benchmarks for cost per lead, cost per click, and click-through rate.

- + Delivered 834 clicks and nearly 20,000 impressions, turning targeted visibility into meaningful leasing activity.

- + Resulted in 4 signed leases worth \$131,542 in lease value from just \$800 in total ad spend.

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

Start the conversation at getsocial@envida.com.