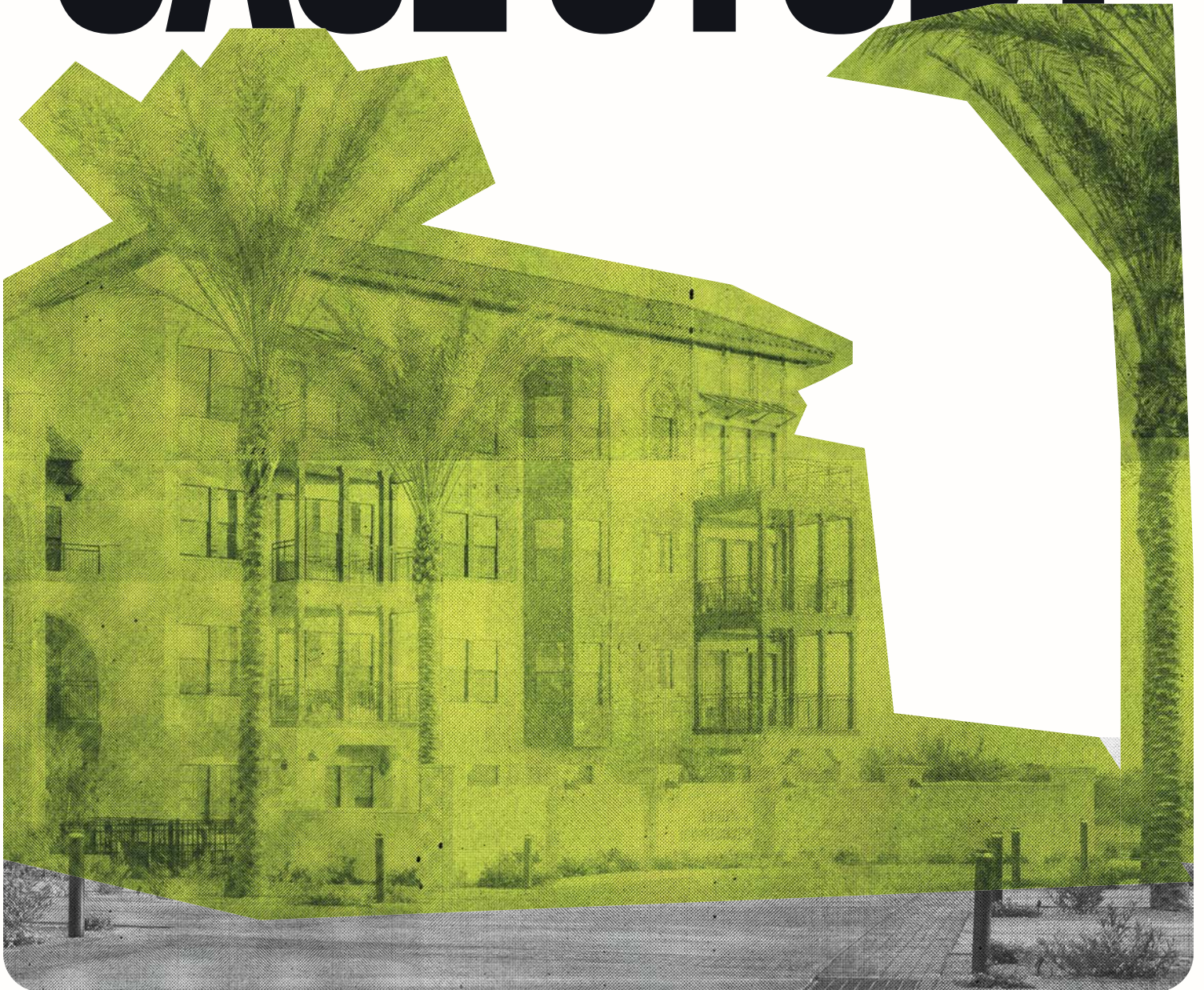


ONE LOCAL CREATOR.
3 SIGNED LEASES.
\$126K IN LEASE VALUE.

THE BEVERLY CASE STUDY

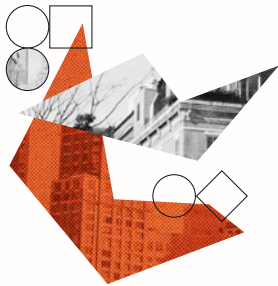


The Beverly is a 314-unit luxury apartment community in North Scottsdale, AZ. With boutique-inspired interiors, resort-style amenities and panoramic McDowell Mountain views, the community offers elevated desert living for renters seeking a more refined Scottsdale lifestyle.

MEET THE BEVERLY



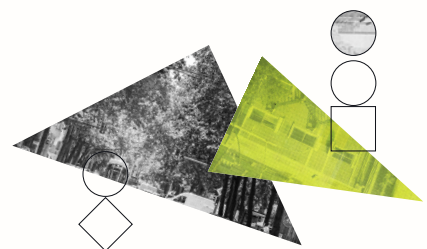
The Beverly needed to stand out in North Scottsdale's competitive luxury rental market. The challenge wasn't showcasing beautiful amenities - it was reaching the right renters in a way that felt authentic, memorable and true to the brand.



THE CHALLENGE

We partnered with a Scottsdale lifestyle influencer whose audience and aesthetic closely aligned with The Beverly's target renter. Through authentic, lifestyle-led content, the campaign showcased the community's elevated amenities and North Scottsdale location in a way that felt less like an ad and more like a genuine recommendation.

OUR STRATEGY





@sheridan__taylor

21.9K FOLLOWERS SCOTTSDALE, AZ

CREATOR SPOTLIGHT

- + Hyperlocal Scottsdale audience
- + Elevated, lifestyle-forward content
- + Aspirational aesthetic aligned with The Beverly
- + Authentic storytelling built to drive renter interest

THE CAMPAIGN

Market: Scottsdale, AZ
Duration: 30 Days
Campaign Type: Influencer Campaign
Platform: Instagram
Campaign Spend: \$2,500
Campaign Deliverables: 1 Instagram Reel, 3 Instagram Stories, Custom Trackable Link & Exclusive Leasing Incentive for Followers

THE IMPACT

3

LEASES SIGNED

\$126K LEASE VALUE
4,940% RETURN ON INVESTMENT

11,844

TOTAL VIEWS

6,717

PEOPLE REACHED

520

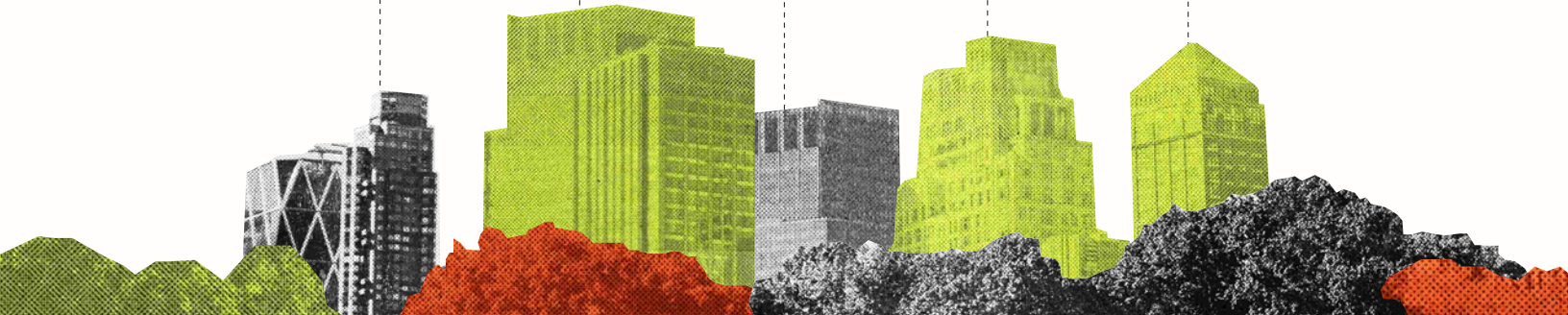
TOTAL ENGAGEMENTS

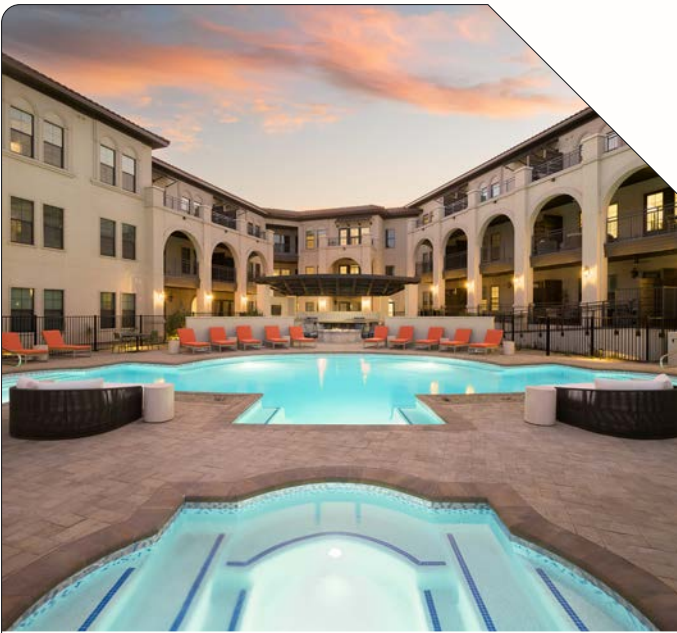
62

SHARES

52

SAVES





INFLUENCE THAT LEASES

- + Turned one local creator partnership into three signed leases and \$126K in total lease value.
- + Generated a 4,940% return on investment from a \$2,500 campaign spend.
- + Proved that the right creator can drive more than awareness - turning authentic local influence into measurable leasing results.



IN THEIR WORDS

"I was thoroughly impressed with the success of our property's most recent influencer campaign. It was very easy to execute and **delivered a strong return on investment.** I will definitely be pursuing another influencer campaign as a natural, organic lead generation opportunity."

Kyle Rote
Community Manager, The Beverly

READY TO TURN INFLUENCE INTO LEASES?

Start the conversation at getsocial@envida.com.