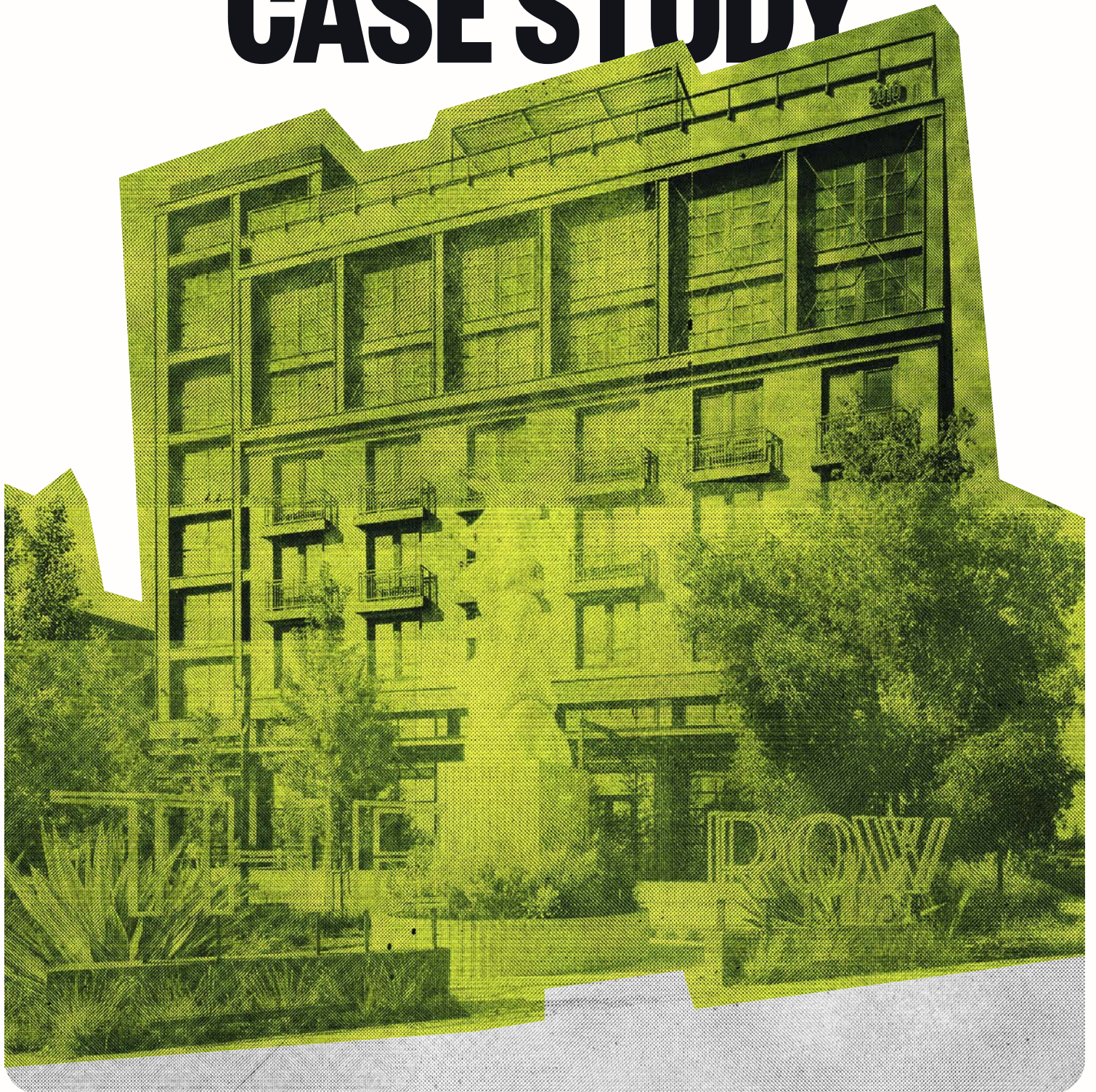


\$1,500 IN TIKTOK AD SPEND.
80 QUALIFIED RENTER LEADS.

THE ROW AT RED HILL CASE STUDY

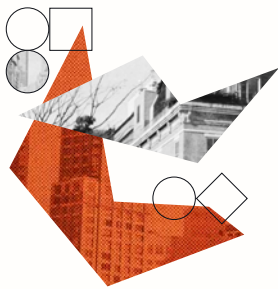


The Row at Red Hill is a luxury apartment community in Santa Ana, CA. Looking to reach renters where they already spend their time, the community launched a three-month TikTok lead generation campaign to test the platform's ability to drive qualified leasing inquiries.

MEET THE ROW AT RED HILL



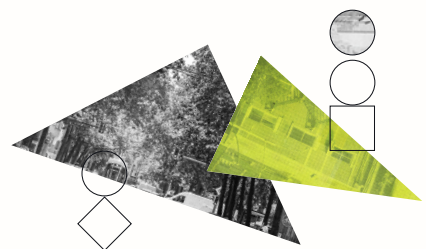
The Row at Red Hill needed to stand out in Orange County's highly competitive rental market while reaching younger, qualified renters. The challenge was finding a cost-effective way to turn attention into leasing opportunities.



THE CHALLENGE

We paired TikTok Instant Forms with conversion-focused creative to remove friction from the leasing journey. Keeping prospects on-platform made it easier to capture qualified leasing inquiries while proving TikTok's value as a scalable leasing channel.

OUR STRATEGY



THE CAMPAIGN

- + Campaign Duration: 3 Months
- + Plan Type: Lead Generation
- + Platform: TikTok
- + Campaign Type: TikTok Instant Forms (Lead Generation)
- + Ad Spend: \$500/Month (\$1,500 Total)

THE IMPACT

\$5.31

COST PER ONE THOUSAND IMPRESSIONS

16% MORE COST EFFICIENT
THAN ENVIDA BENCHMARK

+80

UNIQUE LEADS

46% BETTER COST PER LEAD
THAN ENVIDA BENCHMARK

\$11.36

COST PER LEAD

84% IMPROVEMENT OVER
CAMPAIGN LIFE

+284,035

RENTERS REACHED

61%

OF LEADS AGED 18-34

THE TIKTOK
RENTER PROFILE





LEADS WITH INTENT

The campaign didn't just generate leads, it revealed valuable renter insights. More than half of all leads came from renters ages 25–34, while demand centered around one-bedroom apartments, closely aligning with the property's inventory.

Lead quality remained strong throughout the campaign. Nearly half of prospects planned to move within 90 days, and one in three requested an in-person tour, signaling genuine leasing intent beyond simple engagement.



THE BOTTOM LINE

- + Generated 80 qualified renter leads at a cost per lead 46% below Envida's benchmark.
- + Reached more than 284,000 renters while improving campaign efficiency by 84% over the course of the three-month pilot.
- + Proved TikTok can serve as a cost-effective leasing channel for reaching younger, high-intent renters in competitive multifamily markets.

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

Start the conversation at getsocial@envida.com.