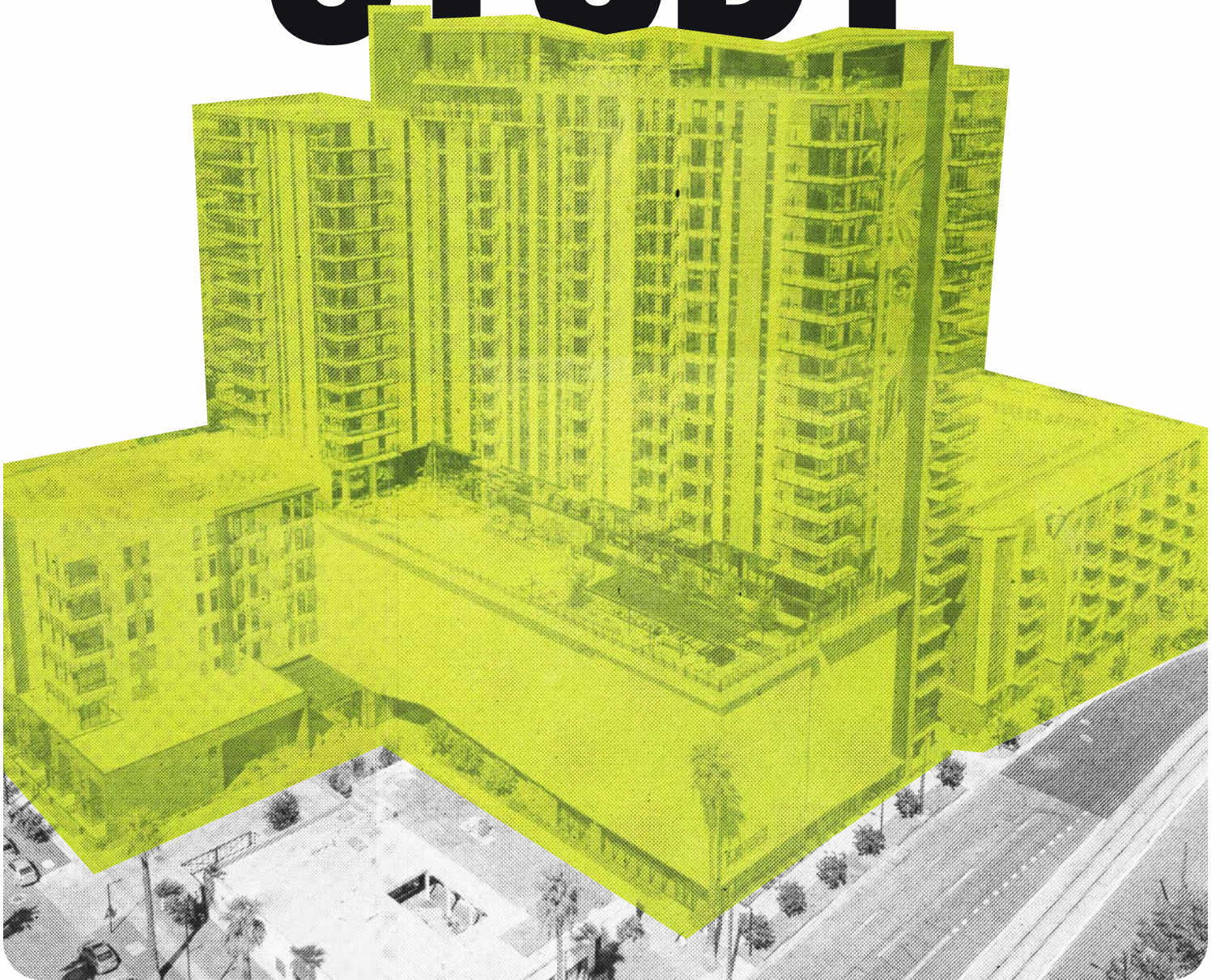


LOCAL INFLUENCE. REAL RESULTS

SAIYA CASE STUDY

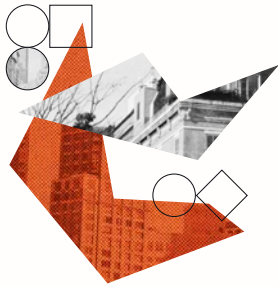


SAIYA entered the Downtown Phoenix market as a brand-new luxury lease-up with a standout location, elevated design and modern amenities. The opportunity wasn't introducing another apartment community - it was creating awareness quickly enough to compete in one of the city's fastest-growing neighborhoods.

MEET SAIYA



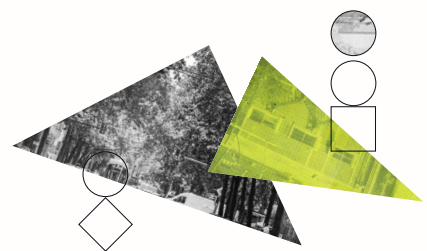
As a brand-new lease-up, SAIYA needed to break through the noise of a crowded Downtown Phoenix market and turn early social media awareness into measurable leasing interest.



THE CHALLENGE

Pair a trusted, hyperlocal creator with authentic lifestyle content, then strategically amplify top-performing creative through paid media to maximize awareness, engagement and website traffic.

OUR STRATEGY





@emiliametidieri

115K FOLLOWERS PHOENIX, AZ

MEET THE CREATOR

- + Highly engaged hyperlocal audience
- + Authentic lifestyle storytelling
- + Trusted voice in Downtown Phoenix

THE CAMPAIGN

- + Market: Downtown Phoenix, AZ
- + Campaign Duration: 2 Weeks
- + Campaign Type: Influencer Partnership
- + Platform: Instagram
- + Paid Promotion Spend: \$100
- + Deliverables: Reel, Link in Bio (for 48 hrs) & 2-Week Paid Social Promotion

THE IMPACT

28,449

ACCOUNTS REACHED
+56% VS ORGANIC

↑ 41,136

TOTAL VIEWS
4X MORE VIEWS VS COMPARABLE PROPERTY

↑ 21.8%

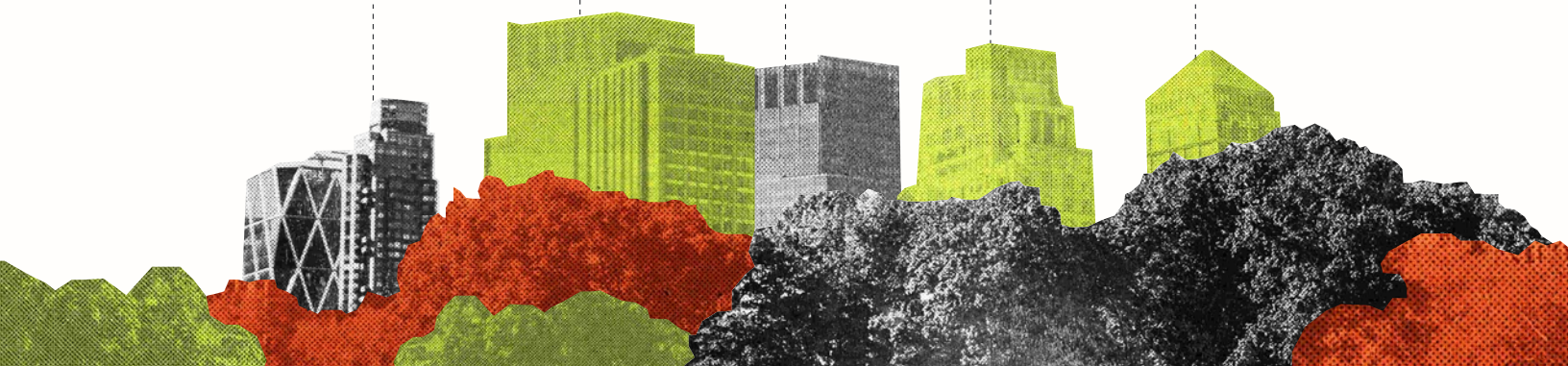
ENGAGEMENT RATE
247% HIGHER ENGAGEMENT RATE THAN A COMPARABLE PROPERTY

+12,786

ADDITIONAL USERS VIA PAID BOOST

+83%

DIRECT TRAFFIC
VALIDATED THROUGH GA4





INFLUENCE THAT LEASES

- + Authentic creator partnerships build trust faster than traditional advertising.
- + Lifestyle-focused, user-generated content consistently earns stronger engagement than polished brand content.
- + Even a \$100 paid investment can significantly extend reach when content is built to resonate.



IN THEIR WORDS

“Envida made the entire process seamless. Their team moved quickly, chose the perfect influencer, and delivered authentic content that truly resonated. We saw strong engagement and a clear lift in website traffic — the results exceeded our expectations.”

**Caitlin Sinclair, Senior Manager of Marketing,
Greystar Desert**

READY TO TURN INFLUENCE INTO LEASES?

Start the conversation at getsocial@envida.com.