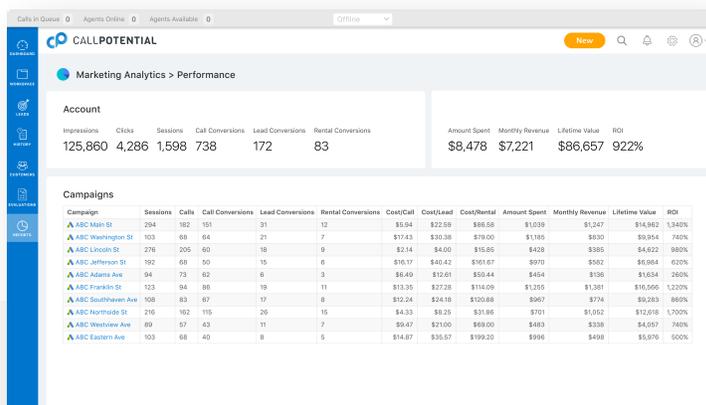




MARKETING ANALYTICS

WHERE CUSTOMER DATA TAKES YOU BEYOND THE CLICK TO POWER TRUE ROI AND SMARTER CAMPAIGNS



The screenshot shows a dashboard for 'Marketing Analytics > Performance'. It includes an 'Account' summary table and a 'Campaigns' table.

Account							Amount Spent	Monthly Revenue	Lifetime Value	ROI
Impressions	Clicks	Sessions	Call Conversions	Lead Conversions	Rental Conversions		\$8,478	\$7,221	\$86,657	922%

Campaign	Sessions	Calls	Call Conversions	Lead Conversions	Rental Conversions	Cost/Call	Cost/Lead	Cost/Rental	Amount Spent	Monthly Revenue	Lifetime Value	ROI
ABC Main St	294	182	151	31	12	\$5.94	\$22.59	\$86.58	\$1,039	\$1,247	\$14,962	1,340%
ABC Washington St	103	68	64	21	7	\$15.63	\$20.28	\$19.00	\$1,185	\$936	\$9,814	742%
ABC Lincoln St	276	205	60	18	9	\$2.14	\$4.00	\$15.95	\$428	\$385	\$4,822	980%
ABC Jefferson St	192	68	50	15	6	\$16.17	\$40.42	\$101.67	\$970	\$582	\$6,884	620%
ABC Adams Ave	94	73	62	6	3	\$8.49	\$12.61	\$50.44	\$454	\$136	\$1,634	260%
ABC Franklin St	123	94	86	19	11	\$13.35	\$27.28	\$114.09	\$1,355	\$1,381	\$16,560	1,220%
ABC Southaven Ave	108	83	67	17	8	\$12.24	\$24.19	\$103.88	\$967	\$774	\$8,263	860%
ABC Northside St	216	162	115	26	15	\$4.33	\$8.25	\$31.88	\$701	\$1,052	\$12,618	1,700%
ABC Westview Ave	89	57	43	11	7	\$9.47	\$21.00	\$69.00	\$483	\$338	\$4,057	740%
ABC Eastern Ave	103	68	40	8	5	\$14.87	\$35.67	\$199.20	\$996	\$498	\$5,976	600%

With integrated conversion reporting across multiple platforms you can stop guessing at lead data and attribution. Start making better marketing decisions with confidence and stop relying on multiple reports. Let your rental data empower your strategies.

REDUCE SPEND

Eliminate unproductive ads based on ROI attribution

Automatically suppress ad spend on current tenants, leaving more for new prospects

TRUE ROI

Get clear visibility on KPIs like cost-per-click, cost-per-call, and cost-per-rental

Track customer engagement across online and offline marketing efforts

Hone your messaging with A/B testing

HARNESS DATA

Unite your Property Management Software, Google Ads, Google Analytics, website, CRM, and offline leads to identify conversions, opportunities, and competitive threats

Transmit conversion actions with customer data

Reduce manual data entry and error with automated reporting tools

AMPLIFY REACH

Increase lead quality with smarter campaigns

Compare marketing success between locations to identify best practices

Boost ad spend on prospects more likely to convert with target audiences based on your existing leads and customer look-alike profiles

Empower smart bidding campaigns with actual rental conversion data