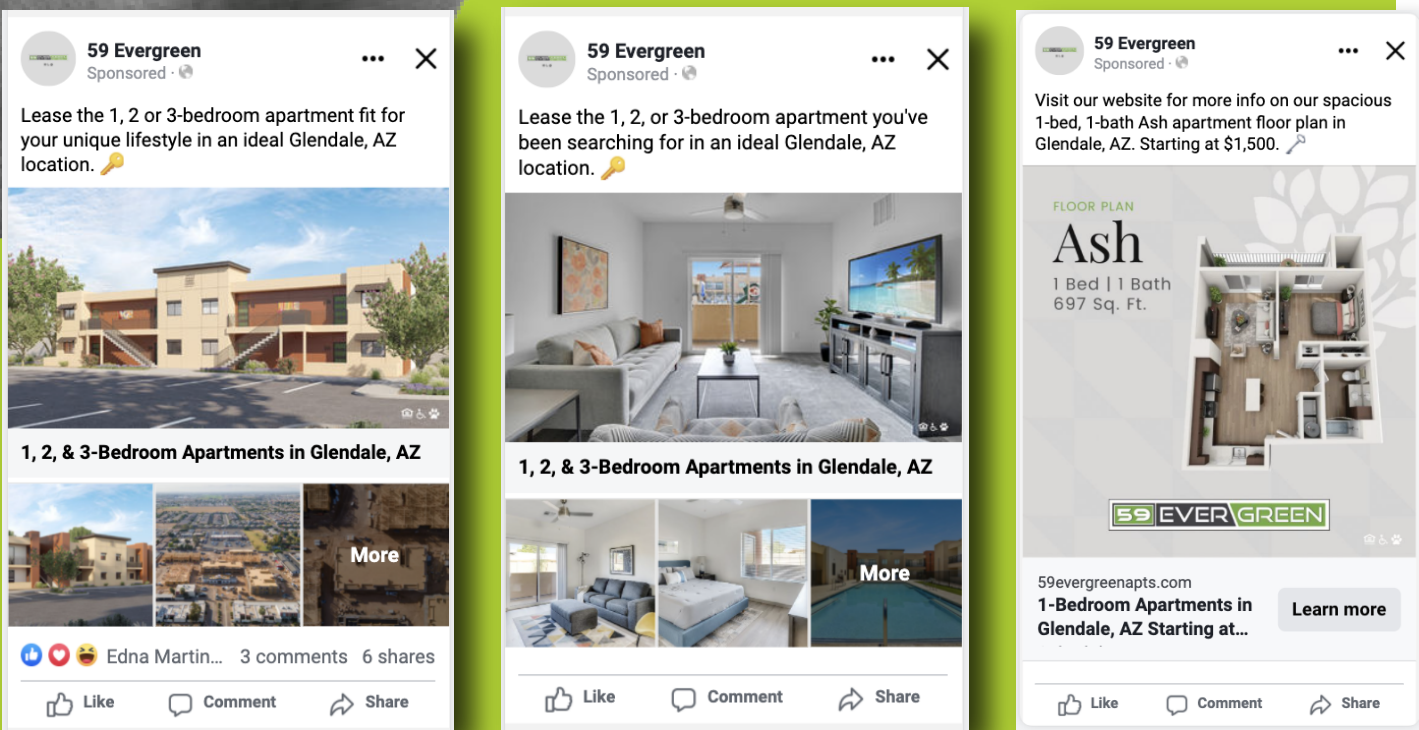


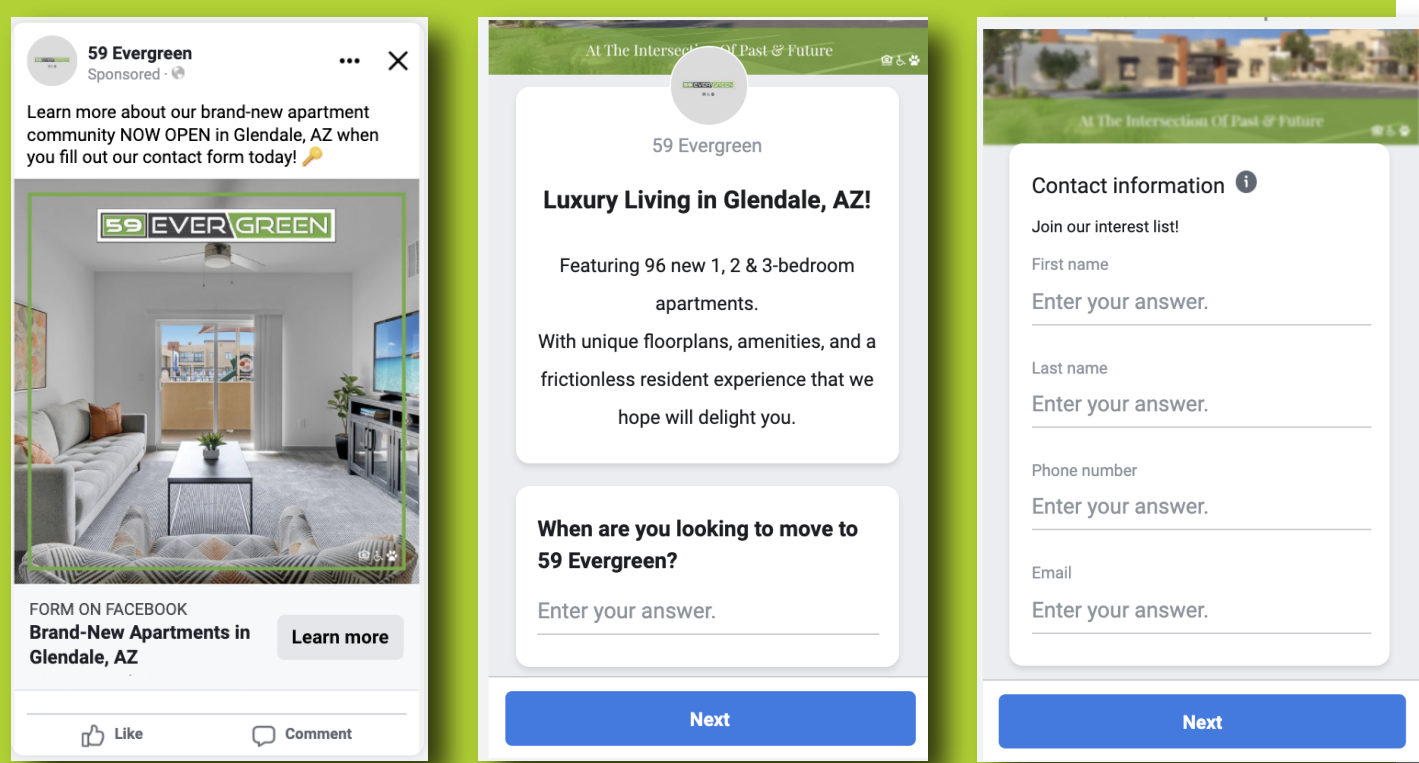
Glendale, AZ | 59Evergreenapts.com

envida
Case Study

TOP PERFORMING ADS



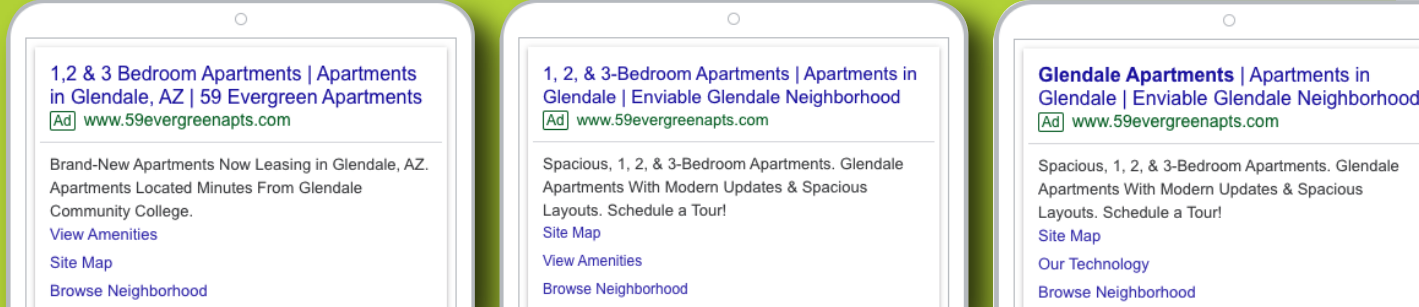
FACEBOOK LEAD GENERATION



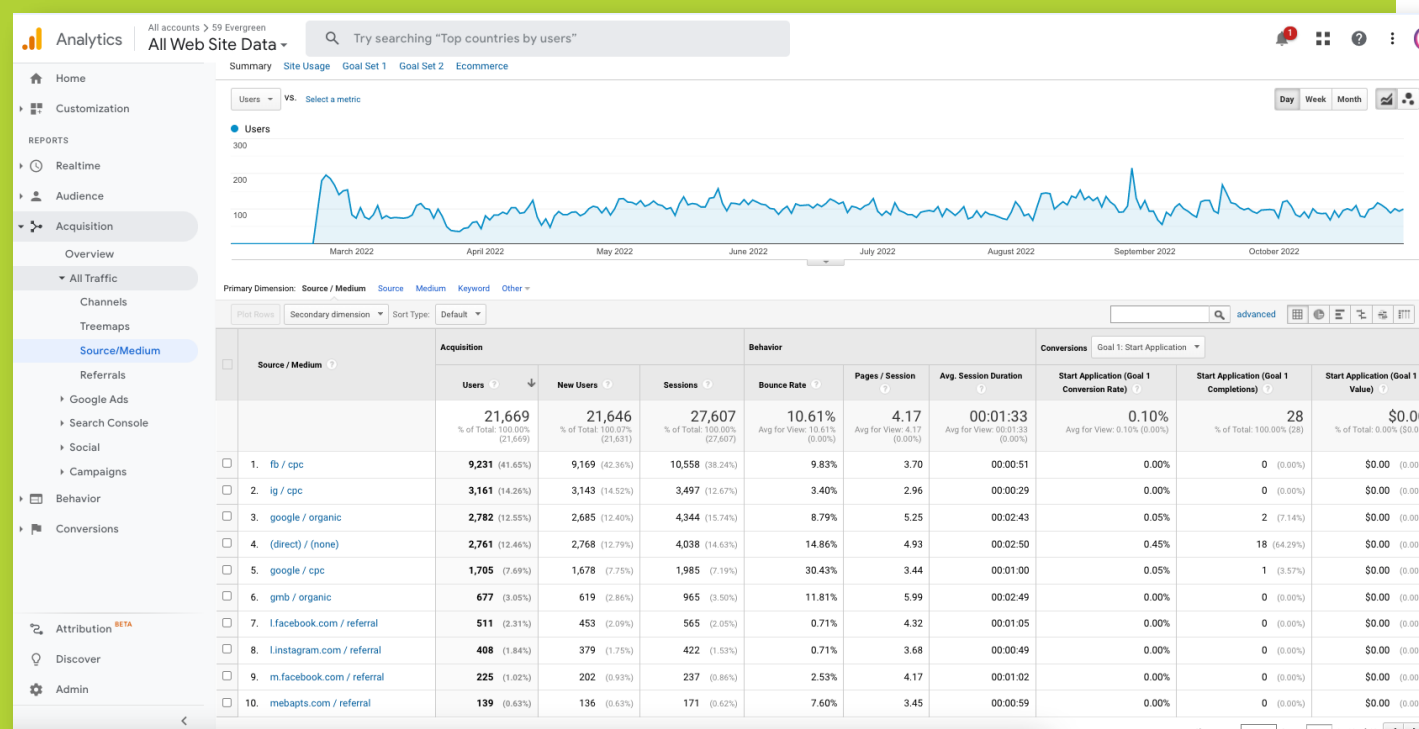
GOOGLE PPC

CAMPAIGN	IMPRESSIONS	CLICKS	AVG CPC	CTR	CONVERSION RATE	CONVERSIONS	COST / CONVERSION
Search - Glendale	8,695	1,115	\$1.29	12.82%	7.98%	89.00	\$16.17
Search - University	8,121	852	\$1.00	10.49%	0.82%	7.00	\$122.12

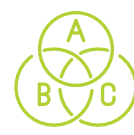
GOOGLE ADS



WEBSITE TRAFFIC



Source / Medium	Acquisition		Behavior		Conversions		
	Users	New Users	Bounce Rate	Pages / Session	Start Application (Goal 1 Conversion Rate)	Start Application (Goal 1 Completions)	Start Application (Goal 1 Value)
Total	5,085	4,942	23.94%	4.45	0.38%	26	\$0.00
1. google / cpc	1,705	1,678	19.85%	3.44	0.05%	1	\$0.00
2. fb / cpc	960	912	18.45%	3.07	0.00%	0	\$0.00
3. (direct) / (none)	927	898	18.17%	5.03	1.14%	16	\$0.00
4. gmb / organic	677	619	12.53%	9.65	0.00%	0	\$0.00
5. google / organic	454	378	7.65%	7.07	0.28%	2	\$0.00
6. ig / cpc	218	213	4.31%	2.40	0.00%	0	\$0.00
7. ifacebook.com / referral	69	67	1.36%	7.77	0.00%	0	\$0.00
8. linstagram.com / referral	41	40	0.81%	4.3	0.00%	0	\$0.00
9. m.facebook.com / referral	29	29	0.59%	3.3	0.00%	0	\$0.00
10. 59evergreenapts.securecfe.com / referral	28	4	0.08%	6.5	1.54%	1	\$0.00



CAMPAIGN
Social Ads & PPC

Timeline
8 Months
February 2022 - October 2022

Ad Budget
\$250 social
\$2,000 Google PPC

Tools Used

Facebook Instagram
Google PPC
Google Analytics + Tag Manager
Branded Lead Generation



SNAPSHOT

Facebook Social Ads

661,000 Impressions
42,869 Clicks
\$0.10 CPC
6.48% CTR

Top Performing Ads

COLLECTION AD (MAY 2022)-
7,582 clicks, 71,288 impressions, \$0.04 CPC, 10.64% CTR

COLLECTION AD (AUGUST 2022)-
6,964 clicks, 114,932 impressions, \$0.05 CPC, 6.09% CTR

COLLECTION AD (JUNE 2022)-
5,750 clicks, 62,121 impressions, \$0.05 CPC, 9.26% CTR

Floor Plan Ads

FLOORPLAN - ASH (APRIL 2022)-
1,517 clicks, 36,637 impressions, \$0.16 CPC, 4.14% CTR

FLOORPLAN - ASH (FEB. 2022)-
1,210 clicks, 23,940 impressions, \$0.17 CPC, 5.05% CTR

FLOORPLAN - ASH (MARCH 2022)-
1,048 clicks, 20,761 impressions, \$0.14 CPC, 5.05% CTR

Facebook Lead Generation

164 Leads @ \$2.20



GOOGLE PPC

16,816 Total impressions
1,967 Clicks
1,705 Users
\$1.17 CPC
11.70% CTR
96 Conversions (Contact Us Form)

Two Campaigns

+ One focused on branded, competitors, city, and floor plans
+ One focused on ASU West and GCU students housing

Property Performance Report

59 Evergreen
Summarize By = Property/Ad Source
Date = 11/14/2022-11/20/2022

Ad Source	Calls	Emails	Walk-Ins	Prospects	Appts	Shows	Appls	Leases	Move-ins	Follow-ups	Follow-ups	Follow-ups
	Incoming	Incoming		New					Assigned	Completed	Missed	
Apartment List	0.00	7.00	0.00	7.00	0.00	0.00	0.00	0.00	0.00	20.00	10.00	7.00
Drive-by/Walk-in/Curb Appeal/Signage	0.00	0.00	6.00	6.00	0.00	6.00	1.00	3.00	1.00	13.00	6.00	6.00
Envidas	0.00	18.00	0.00	18.00	1.00	0.00	0.00	0.00	0.00	57.00	38.00	12.00
Google / Other Search Engine	0.00	0.00	2.00	2.00	0.00	2.00	0.00	0.00	0.00	2.00	2.00	0.00
Property Website	21.00	28.00	0.00	29.00	1.00	1.00	2.00	0.00	0.00	70.00	31.00	18.00
Referral - Other/Unknown	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00
RENTCafe.com/LS	0.00	2.00	0.00	2.00	0.00	0.00	0.00	0.00	0.00	3.00	1.00	1.00
Urgent Lead	0.00	12.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	21.00	67.00	8.00	64.00	2.00	9.00	4.00	3.00	1.00	165.00	88.00	44.00
Grand Total	21.00	67.00	8.00	64.00	2.00	9.00	4.00	3.00	1.00	165.00	88.00	44.00