

DIGITAL CASE STUDY

500% Increase in Applications in 60 Days.

THE RESULTS

↑ **25%** INCREASE
IN LEADS

↑ **62%** INCREASE IN
CONVERSIONS

↓ **48%** DECREASE IN COST
PER CONVERSION

THE DETAILS

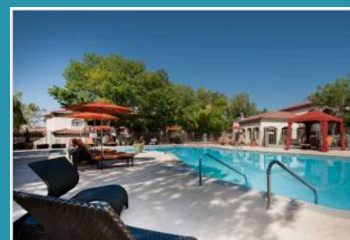
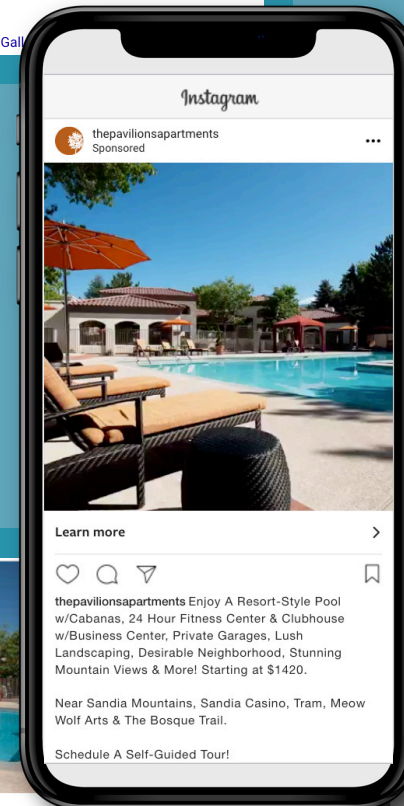
Ad · www.pavilionsapartments.com/ · (505) 796-6276

Apartments in NE Albuquerque | Starting at \$1510 | Pavilions...

Ask About Specials, Open-Concept w/ Breakfast Bar, Walk-in Closets, & Private Garage. Steps Away From High Desert Park and Michael Emery Trail, Short Drive to Downtown ABQ. Gas Fireplaces. Near Tramway Trail. Pet Walk Stations. Gas Fireplaces. Amenities: Resort-Inspired Pool, Stainless Appliances, Granite Countertops

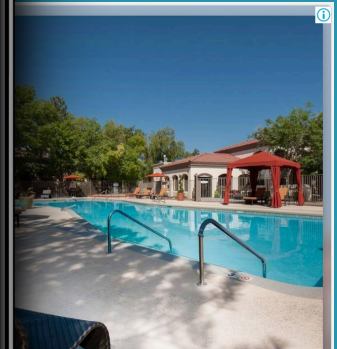
[Floor Plans](#)

[Gallery](#)



Apartments in Albuquerque, NM

Resort-Style Pool, Cabanas, 24 Hour Fitness Center & Clubhouse, Business Center



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1

THE BACKGROUND

Nestled in Albuquerque, NM, Pavilions Apartments presents a variety of spacious one, two, and three-bedroom units. This community boasts an array of premium amenities, including a state-of-the-art 24-hour fitness center, a luxurious resort-style pool complete with cabanas, and a well-appointed clubhouse featuring a fully-equipped business center.

2

THE CHALLENGE

The market landscape consists of new communities with large concessions leaving Pavilions Apartments at a disadvantage.

3

THE SOLUTION

Resident360 was managing Google Ads for Pavilions on a limited budget. We advised boosting the ad spend and tapping into the potential of Social Ads. After receiving approval, Resident360 crafted extra Search Campaigns and expanded the Geotargeted area. Recognizing their effectiveness, we launched Social Ads featuring video content. Following 60 days of optimization, Pavilions experienced a rise in overall quality traffic, which led to higher conversion rates. The results included a 25% increase in leads, a 500% jump in applications, a 62% growth in conversions, and a 48% reduction in cost per conversion.

PAVILIONS

— A P A R T M E N T S —

CLIENT:
COTTONWOOD RESIDENTIAL

COMMUNITY:
PAVILIONS APARTMENTS
ALBUQUERQUE, NEW MEXICO

SERVICES:
DIGITAL MARKETING STRATEGY
GOOGLE ADS
SOCIAL ADS



resident360

Want to see what Resident360
can do for your properties?

Contact us for a complimentary
digital marketing audit.

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