



Search Ads
PRO™

CASE STUDY



The RentPath team is consistent, communicative, and extremely well-qualified. They are experts in digital marketing as well as pay-per-click campaigns, and we have experienced the results to prove it.

Serena Y.

VP of Marketing at WestCorp Management Group



RentPath
A REDFIN® COMPANY



The Aviator - Lounge



Zone5 - Lobby

Company Overview

WestCorp Management Group is a full-service property management firm that specializes in residential property management services throughout the United States. They offer leasing, rent collection, accounting and maintenance services. Since its inception in 2007, WestCorp has grown to professionally manage over 22,000 units in 36 cities around the country.

Serena Y., Vice President of Marketing, oversees digital marketing and advertising operations at WestCorp.



Stax Studios - Lounge

Challenges

Costly, ineffective advertising that added work for the team.

Prior to using RentPath Search Ads PRO™, Serena faced a number of challenges as her staff struggled to manage advertising on top of their primary day-to-day responsibilities.

While the team did their best to manage digital marketing in-house, they did not have the expertise needed to optimize bids and weed out unqualified traffic. In addition, the leads that were coming from Pay-Per-Click (PPC) campaigns were not converting to appointments sufficiently for their occupancy goals

They needed a better way to target and attract qualified in-market renters.



We previously managed digital marketing and advertising in-house, so there was no consistency with managing ad campaigns. Our teams often faced double the work as they juggled other responsibilities, and did not have a digital marketing expert onsite or multifamily B2C expertise. This made our efforts more costly, more time-consuming and they were not results-oriented.

Serena Y.
VP of Marketing at WestCorp Management Group



Empire - Pool

Solution

By adding RentPath Search Ads PRO™, we were hoping to increase the traffic to our properties and generate higher brand awareness through branded and non-branded campaigns.

Serena Y.
VP of Marketing at WestCorp
Management Group

Serena and the team chose RentPath Search Ads PRO™ with an aim to increase traffic to their properties, build brand awareness and boost conversion rates. RentPath Search Ads PRO™ was uniquely qualified to achieve these goals because of RentPath's ability to send hyper-targeted PPC Google campaigns that leverage first-party listing data. This approach limits the amount of budget wasted by empowering Serena's team to reach high-intent renters that are currently looking for a property.

They could also count on more support from the RentPath team, eliminating the stress of managing advertising campaigns single-handedly. RentPath's consistent, communicative and well-qualified experts in digital marketing and pay-per-click did the heavy lifting to deliver performance focused campaigns. With simple set up and short turnaround times, RentPath Search Ads PRO™ also alleviated time constraints that previously bogged down the busy WestCorp team.



The Aviator - Lobby



Empire - Pool

Results

The attribution works. The RentPath team's consistency is superb, and they always stay on top of my requests. The Google campaigns that we have launched support our lease-ups within one year. We started and completed three lease-up communities during COVID with Rentpath services.

Serena Y.

VP of Marketing at WestCorp Management Group



34%

Higher conversion rate



15-20%

Higher click-through rate



30%

Call and email volume



98-99%

Occupancy rates

High-performing ads for less hassle

Since using RentPath Search Ads PRO™, Serena experienced improved performance from Google campaigns across the board. She is happy to see **34% higher conversion rates** and 15-20% higher click-through rates as a result of adding the service. Their overall return on marketing investment has also risen.

Higher call and email volume

The team is not only seeing higher performing ads, but the solution is driving meaningful engagement to their communities. **Both call and email volumes have increased 30%** for all of WestCorp's communities.

Boost in occupancy rates

Occupancy rates have also jumped. Prior to using RentPath Search Ads PRO™, the **occupancy rating was around 90% but has since increased to 98-99%** since adding the service.

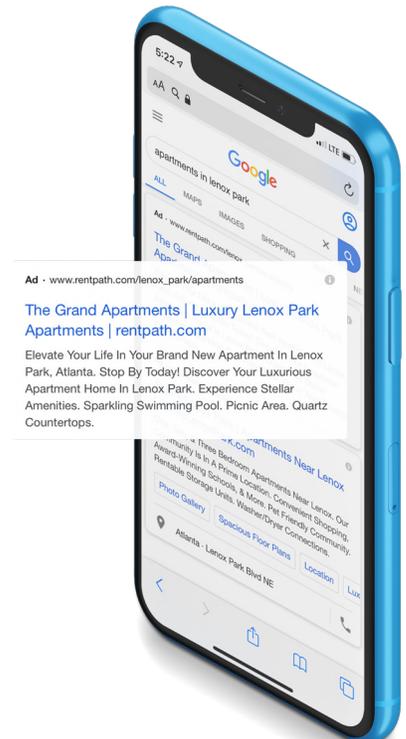


Revolution - Clubhouse

Get results for your team

Finding the right combination of value, support and intelligence in an advertising solution can be a major challenge for busy teams. With RentPath's Agency Solutions—a Premier Google Partner—we offer sophisticated search campaigns that don't compromise your budget or your time.

Explore [RentPath Agency Solutions](#) to learn how you can get results like these for your team



Specialized in:
Search ads Mobile ads Display ads