

Leverage AI &
Data Science to
Expose Renter
Journey
Patterns &
Drive
Qualified Leads





Ariel Garcia
VP of Marketing
Carter-Haston



Sarah Gencarella
Director of Marketing
Olympus Property



Dana Pate
Managing Director of Marketing
and Public Relations
RangeWater Real Estate



Desiree White
Director of Marketing
**NE Property
Management**

Introductions



Mark Ham
Vice President,
Business Development
G5+LL

My dream is ...



About 149,000,000 results (1.11 seconds)

Did you mean: small cream **loveseat**

Ads · Shop small cream love seat

										
Reid Buff 65\" Loveseat Sofa Contemporary - Beige -... \$375.00 Living Spaces Free shipping	Cilla 58\" Square Arm Loveseat George Oliv... \$389.99 Wayfair Free shipping	Carmen Sofa, Twill, Dove, WE Kids \$599.00 west elm Free returns	Sanford Square Arm Upholstered Loveseat 62... \$599.00 Pottery Barn	Burrow Modular Loveseat and Ottoman, Iv... \$1,490.00 Burrow ★★★★★ (1k+)	43\" Wide Loveseat with Cushions Frame Color... \$440.00 AllModern ★★★★★ (80)	Winslow Loveseat - White Cirrus, 100+ Fabrics \$895.00 Interior Define ★★★★★ (5)	HOMEFUN 56 in. Wide Modern White Teddy Fabri... \$380.78 Home Depot Free shipping	Theodore 55\" Square Arm Loveseat Hashtag... \$349.99 Wayfair Free shipping	Cris Handcrafted Solid Wood Upholstered... \$375.66 Overstock.c... ★★★★★ (7)	Piped Compl Lovese Teddy \$899.00 Pottery Free r

Ad · <http://www.wayfair.com>

Wayfair Clearance Loveseats - Wayfair Sofas

Up to 70% Off Clearance **Loveseats**. Top Selling Brands. Fast & Free Shipping On Orders Over \$35! Get up to 70% Off Clearance **Loveseats**. Fast & Free Shipping on Orders Over \$35!

Sales & Clearance
Shop Wayfair's Sales & Clearance Save up to 70% at Wayfair Today

Living Room Furniture
Living Room Furniture at Wayfair® Find Sofas, Tables, TV Stands Here!

<https://www.target.com> · Furniture

Cream Loveseat - Target






wayfair®



Problem with this Order



Round 59.6" Velvet Rolled Arm Loveseat

Fabric: Beige Velvet
Product Total: \$463.31
Quantity: 1

What went wrong?

Damaged or
defective

Parts wont fit
together

Wayfair shipped the
wrong item

Missing parts

Would a free replacement part or parts solve this issue?

Delivered by June 9, 2022

Yes, send me a
replacement part or
parts

No, I need a
different solution



10:19



Thank you for shopping with us! Tell us what you think. [Inbox](#)



Wayfair Mar 28
to me



Furniture | Décor | Rugs | Lighting | Sale

Write a Review, Get Rewarded

Hi Mark,

What did you think of your recent purchase? Tell us what you thought to earn \$5 in Wayfair Rewards**. This offer expires on April 24, 2022.

Earn \$5



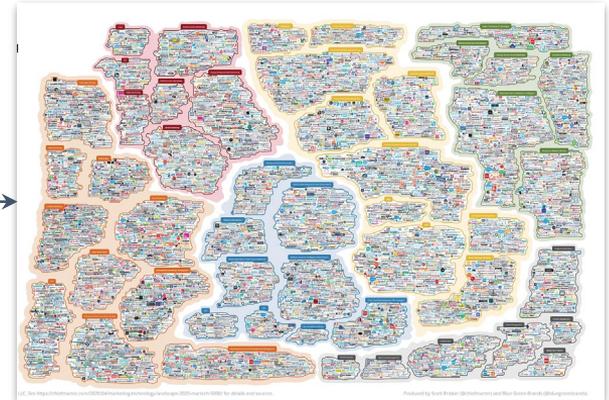
Wayfair

Leverage the Latest Tech in Marketing

Get Visibility, Freedom, and Confidence

2011 - 150 Technologies

2020 - 8,000+ Technologies



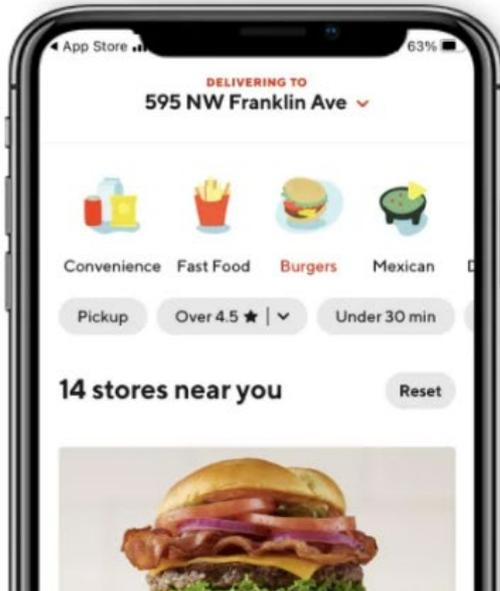
Out-of-Sync Data
Manual Tasks

ROI Data Gaps
Guesswork

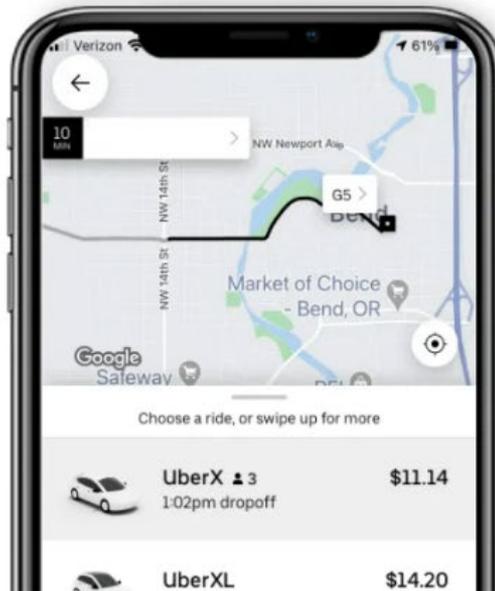
Renter Behaviors Have Changed

Renters are Mobile, Self-Driven, Hyper-Informed

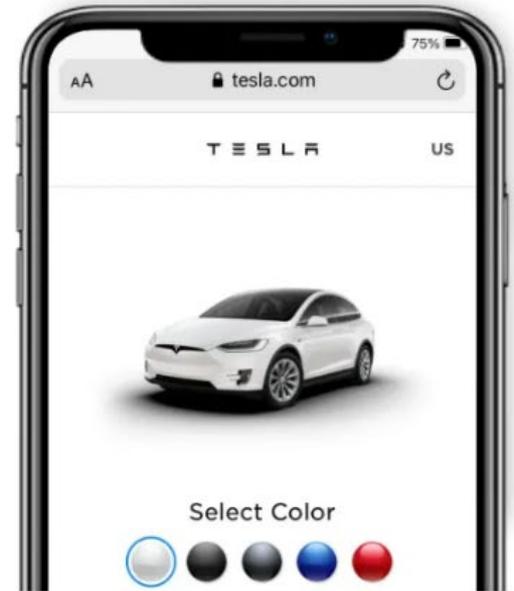
DOOR DASH



UBER



TESLA



**in-market
renters spend**

**3 weeks
researching**



The Invisible Period

Renters are INVISIBLE While They Research

3 Weeks
across
40 Steps



Digital Advertising



Google Organic



Google Business Profile



Ratings & Reviews

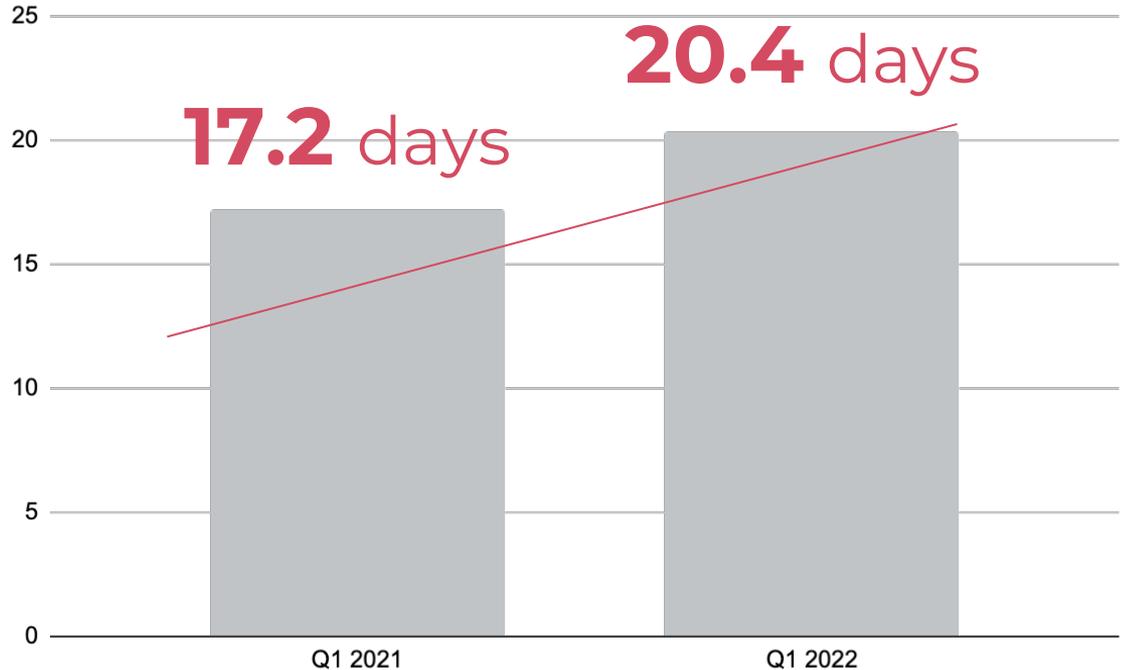


Property Website



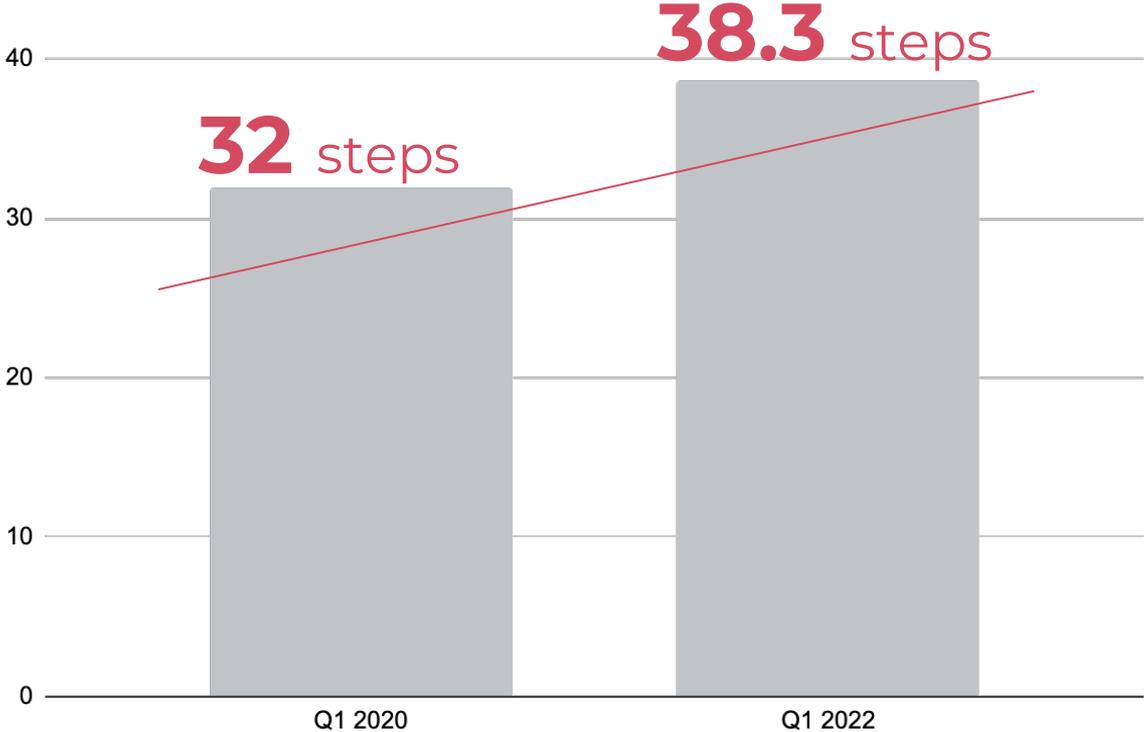
Renters are researching longer

they're taking
17% more time
to research
BEFORE
calling you



Renters are researching **deeper**

they're engaging
with **17.9% more**
steps in the
journey
BEFORE
calling you



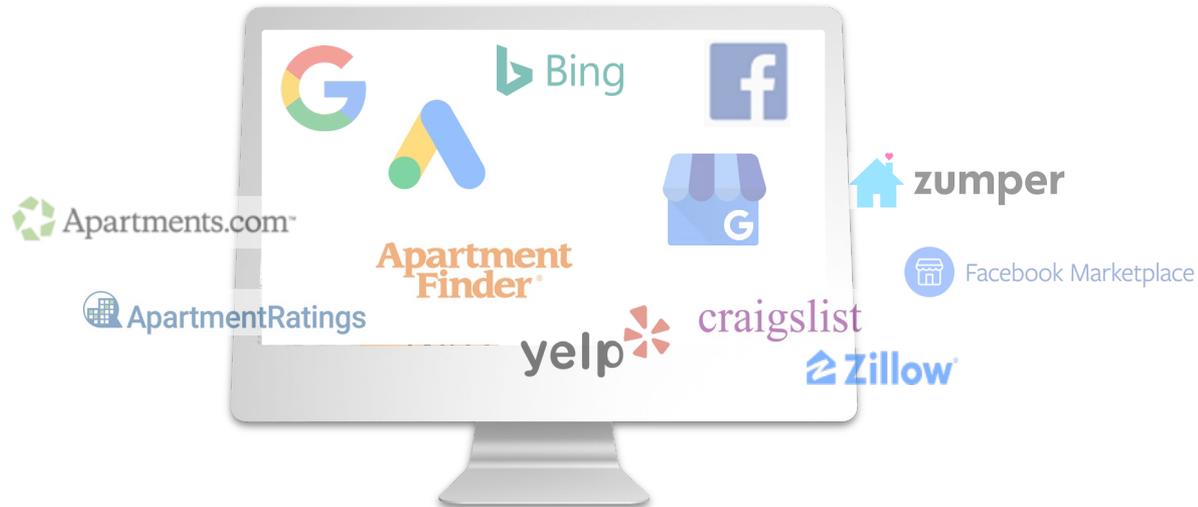
How We Make the Invisible, Visible

Stitch Together the Renter Journey for Insights



We observe **325 Million Renter Journeys** → **Customer Data Platform (CDP)**

Where are renters and what are they doing?



across the industry, the most intent-to-rent calls come from...

1

44.6%

Influenced By
Google Business
Profile (GBP)



2

33.9%

Influenced By
Organic Search



3

27.4%

Influenced By
Digital Advertising



what is **your** most influential marketing channel?



50.6%
Influenced By
**Google Business
Profile (GBP)**



**40.6% &
39.6%**
Influenced By
Organic Search

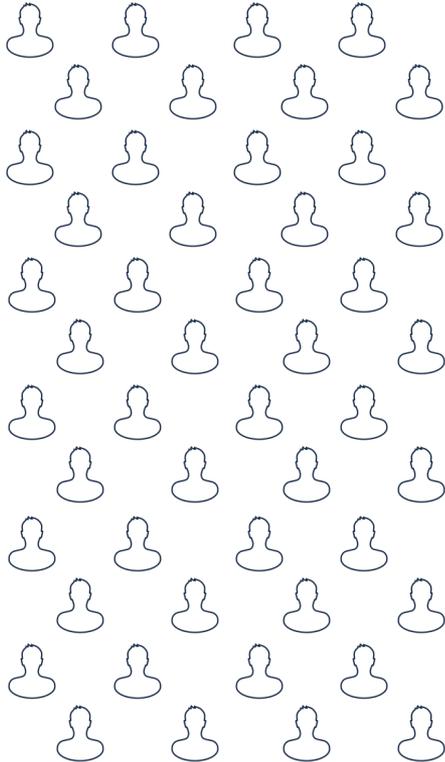


57.4%
Influenced By
Digital Advertising



The Invisible Period

What Are Renters Asking?

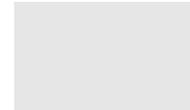


Apartment Features

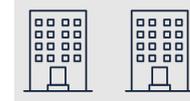
Washer/Dryer in Unit
Air Conditioning
Soundproof Walls
High-Speed Internet
Garbage Disposal
Walk-in Closet

Community Amenities

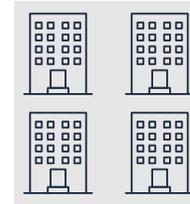
Reliable Cell Service
Secure 24/7 Package
Swimming Pool
Controlled Access
Non-Smoking Bldgs
Fitness Center



12% Tour **0**
Apartments



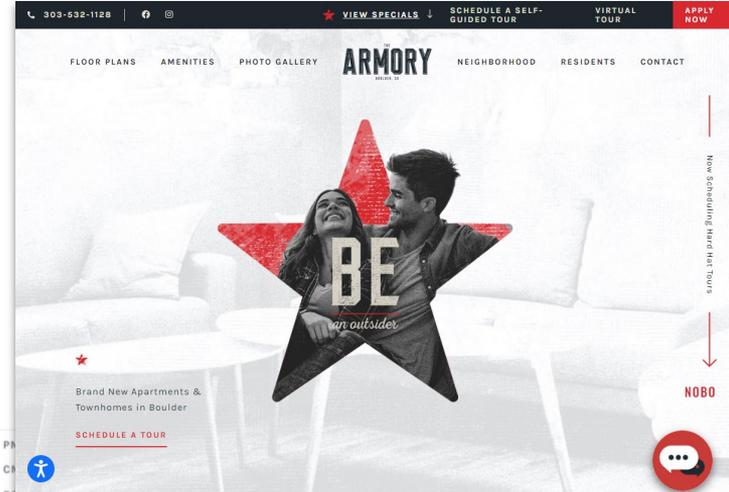
35% Tour **1-2**
Apartments



32% Tour **3-4**
Apartments

Brand Awareness

Capture Attention in the First Place

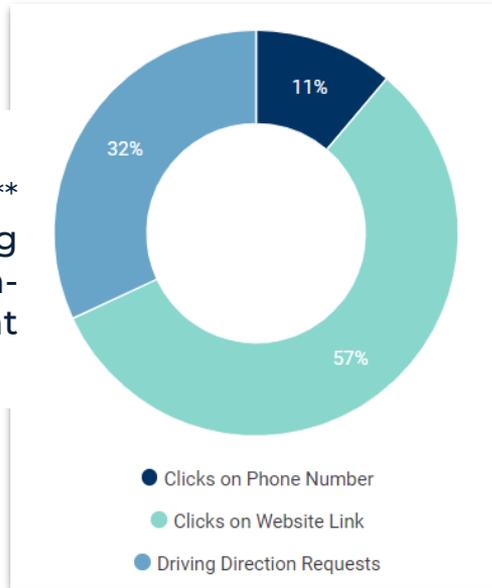


**They're asking,
are you answering?**

Google Business Profile

GBP Answers Questions & Renters Read Reviews

35%
of calls coming
from GBP are in-
market to rent**



Multifamily, Q1 2022

Steelyard

Website Directions Save Call

4.0 ★★★★★ 71 Google reviews

Apartment complex in Oklahoma City, Oklahoma

Address: 505 E Sheridan Ave, Oklahoma City, OK 73104

Hours: Open · Closes 6PM

Updated by this business 4 days ago

Phone: (405) 543-2715

Appointments: steelyardokc.com

Suggest an edit · Own this business?

Products [View all](#)

- TITANIUM (TI) Floor Plans
- IRIDIUM (IR) Floor Plans
- PALLADIUM (PD) Floor Plans

Questions & answers [See all questions \(9\)](#)

Cadia Crossing

Website Directions Save Call

4.6 ★★★★★ 193 Google reviews

Apartment complex in Gilbert, Arizona

Address: 230 E Civic Center Dr, Gilbert, AZ 85296

Hours: Open · Closes 6PM

Confirmed by this business 2 weeks ago

Phone: (480) 582-0814

Appointments: olympusproperty.com

Suggest an edit · Own this business?

Questions & answers [See all questions \(8\)](#)

[Send to your phone](#)

Reviews from the web

4.2/5 [ApartmentRatings](#) · 10 votes

Reviews [Write a review](#) [Add a photo](#)

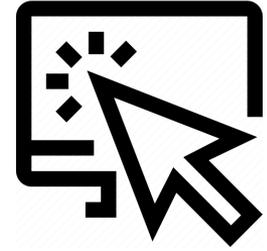
- "The management always offers great service!" ★★★★★
- "The place is so beautiful and the staff are really nice and down to earth."

How are renters **engaging** on Google?



44.6%
qualified calls
influenced by
**Google Business
Profile (GBP)**

Clicks from GBP to:



10%

59%



8%

58%



15%

57%

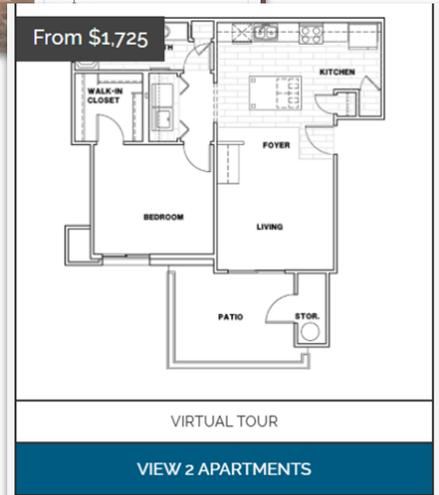
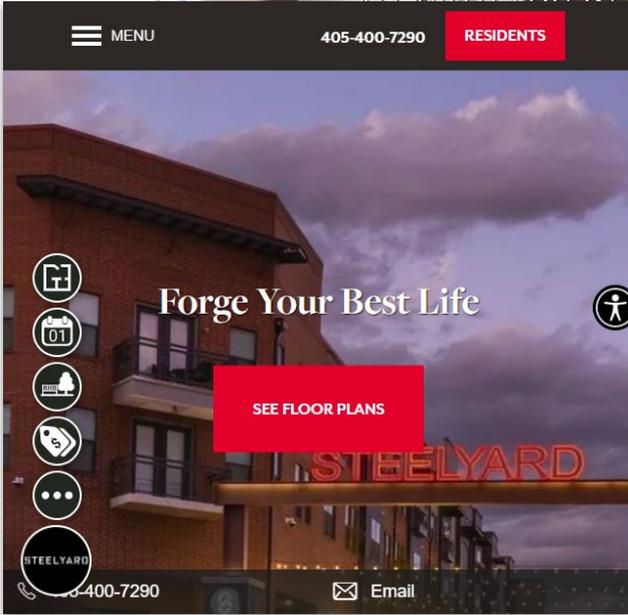
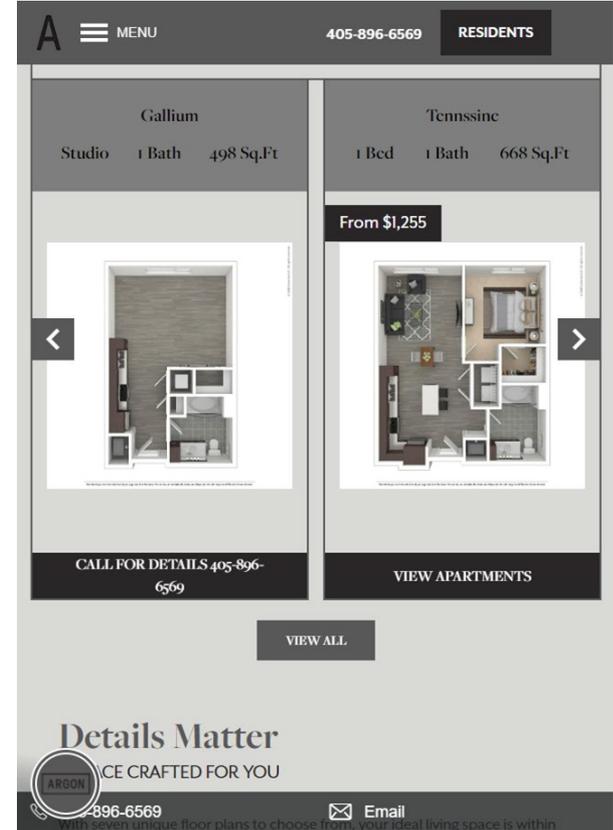
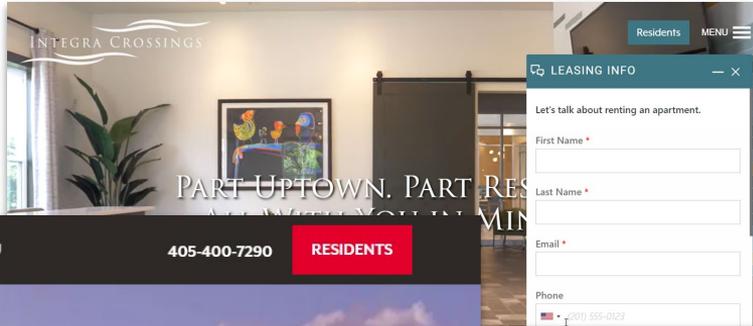


9%

60%

Websites, Bots, Compliance, Integrations

Bots Support Your Staff 24/7



On average,
what % of multifamily website calls
are from people trying to actually
rent from you?

20%

60%

30%

45%

We see that
20.1% of
multifamily
calls have

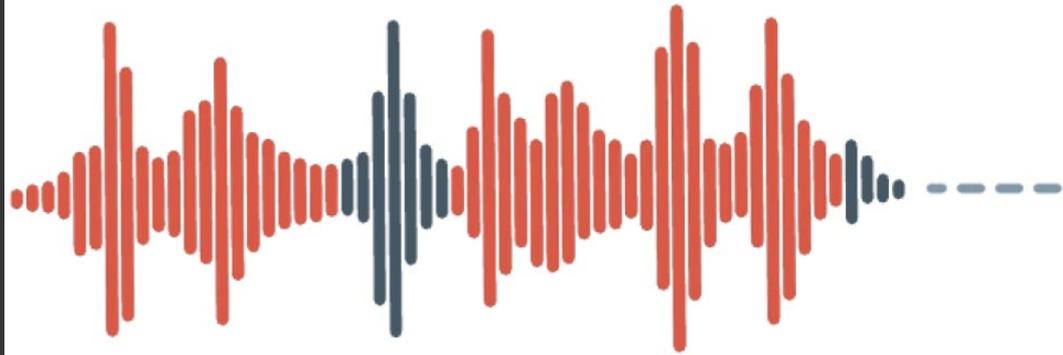
Intent to
Rent



*"I'm looking for a 2-
bedroom apartment"*



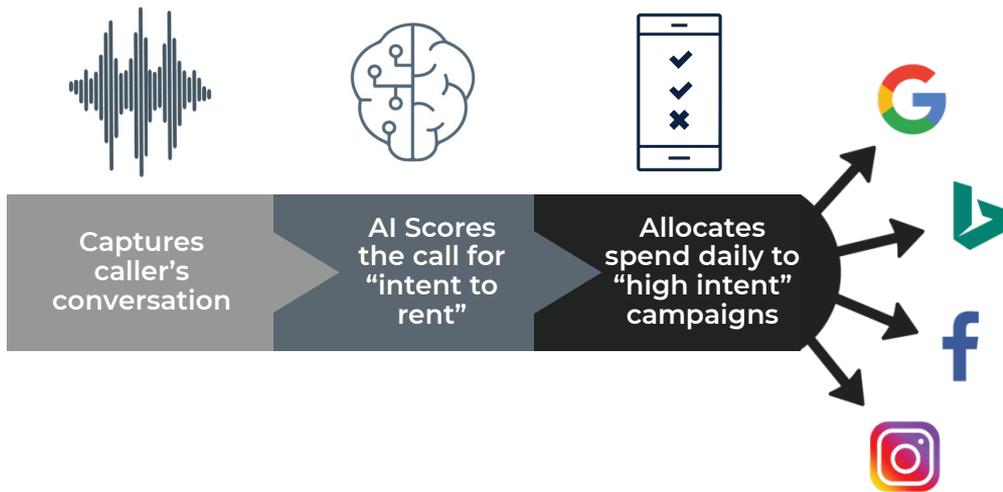
*"I need to pay rent for my
2-bedroom apartment"*



How has this automation helped you?

Digital Advertising

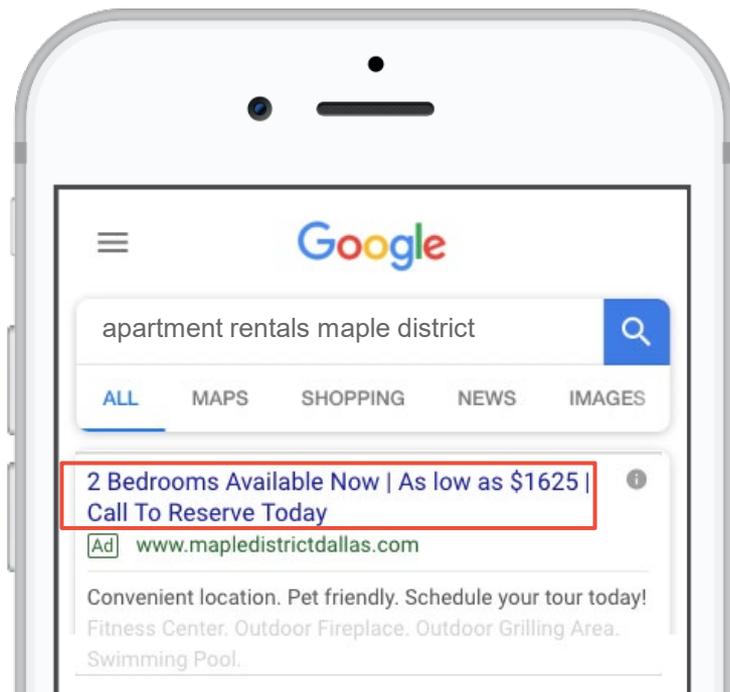
Intent Optimizer Spends Intelligently



How has this automation helped you?

Digital Advertising

Dynamic Ads Connect Intelligently



**Engaged residents are
your best advocates**

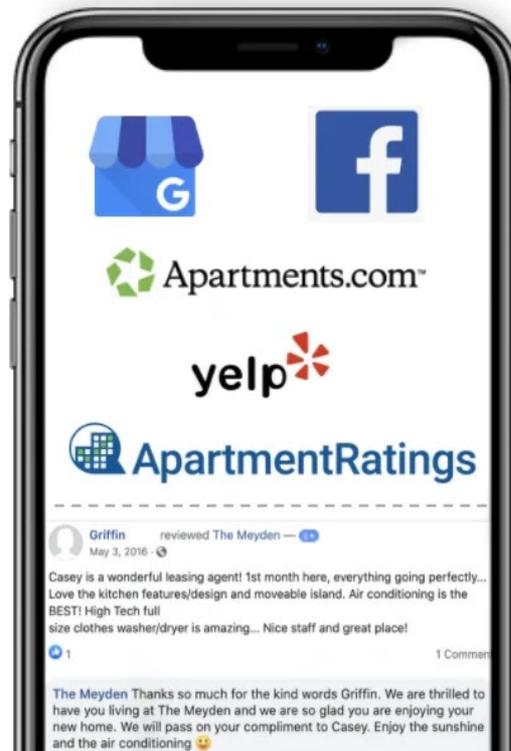
Reputation, Ratings, Reviews

Be Part of the Online Conversation & Gain Insights

Reviews Stopped **79%** of those Surveyed From Visiting a Property

46% of People Expect to See Management Respond to ALL Reviews

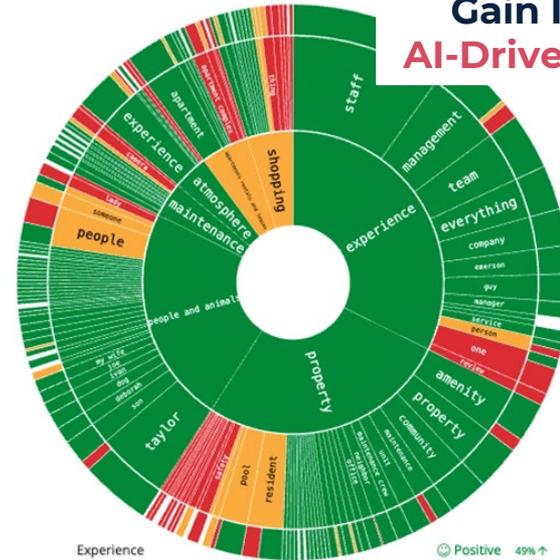
Source: 2022 NMHC Resident Survey



Properties with a higher **ORA™ Score** have a **12%** increase in retention

Source: ORA Study

Gain Insights with **AI-Driven Sentiment**



Experience	😊 Positive	49% ↑	183 83% ↑
Property	😊 Positive	68% ↑	110 100% ↑
People And Animals	😊 Positive	47% ↑	103 94% ↑
Apartments Rentals And Leases	😐 Neutral	78% ↑	23 64% ↑
Shopping	😐 Neutral	73% ↑	22 100% ↑
Maintenance	😊 Positive	193% ↑	18 29% ↑
Atmosphere	😊 Positive	4% ↑	17 183% ↑

Smart Digital Advertising



Budget Optimizer

+ Dynamic Ads

+ Spend Optimizer

+ Intent Optimizer

=

300% more qualified calls



Digital Advertising



Google Organic



Google Business Profile



Reviews



Property Website



Qualified Call

GeoTargeter

Smart SEO

Listing Syndication

Review Response

Integrated Websites

GBP Management

Rep & Social + Instagram

Compliance / Accessibility

Social Media Posts

RealPage Bot

Creative Studio

Analytics & Reporting



GET VISIBILITY Marketing Solutions across the renter journey

Thank You!



RANGEWATER

