

CASE STUDY

National property management company more than doubles prospect walk-ins with location-based marketing

COMPANY PROFILE

Bozzuto is one of the largest and most well-respected management companies in the industry, managing over 85,000 residential apartment communities across a nationwide portfolio of 300+ properties.

THE CHALLENGE

Bozzuto was one of the very first major property management companies to adopt digital geofencing and OTT/CTV (streaming TV) advertising at scale.

The Bozzuto marketing team valued location-based marketing for its ability to reach precise audiences with differentiated creative, but their initial geofencing marketing agency was unable to improve campaign performance over time. The lack of optimizations made it difficult to justify continued investment in location-based marketing channels, despite their confidence in the medium.

THE RESULTS*

125%

Increase in unique walk-in traffic

-39%

Decrease in cost per walk-in

**Average results of geofencing display, OTT/CTV, and paid social campaigns for 32 Bozzuto communities, measured over the initial 90-days of each campaign.*

THE APPROACH

Bozzuto turned to Apartment Geofencing to more effectively execute and optimize location-based marketing campaigns. Apartment Geofencing first drew precise geofences – accurate within feet – around top competitors, employers, and points-of-interest for each participating Bozzuto community. After establishing a one-month baseline of data, the Apartment Geofencing Campaign team began the ongoing work of optimizing campaign performance by analyzing the specific geofences generating the highest volume and conversion rates of unique walk-in traffic and then adjusting campaign tactics accordingly. As a result, Bozzuto saw measurable month-over-month improvements in unique walk-in traffic across locations, with detailed reports and optimization recommendations from Apartment Geofencing.



Apartment Geofencing has consistently shown an ability to improve campaign performance. Our marketing team relies on them to provide monthly analysis and recommendations that help us understand and communicate internally the value of location-based marketing.

Jean Flors
Digital Marketing Manager



CONCLUSION

Today, Apartment Geofencing is Bozzuto's preferred location-based marketing partner, working with over 80 communities and continuing to improve and maximize performance for each individual, property-level campaign on a monthly basis. In 2021, Bozzuto was recognized for the 7th year in a row as the nation's #1 Property Management Company by Multifamily Executive Magazine.