



# Apartment Geofencing

## CASE STUDY

# Connecting the Dots Between Changes to Privacy & Paid Social Performance

## INTRODUCTION

A leading property management company combats iOS 14.5 update using Facebook offline data to continue producing successful social media marketing campaigns.

## COMPANY PROFILE

A premier, vertically integrated, multifamily investment, development and property management company headquartered in the southwest.

*We help multifamily marketers identify and find exactly the right prospects. For every property, in every market.*

## THE RESULTS

Average results  
measured over a  
2-month period.

# 26%

Decrease in cost  
per conversion  
(website leads  
and property  
tours)

## THE GOAL

When Apple released their iOS 14.5 update, new privacy controls were implemented that required apps to get a user's permission to track data across devices for advertising purposes. This new update impacted the digital marketing world, especially in tracking website conversions which measure the effectiveness of ad campaigns. Apartment Geofencing wanted to combat this loss of data by tracking offline property tours using Facebook Events Manager. We turned to one of our largest clients to beta test tracking property tours using data from their CRM system.

## THE APPROACH

On a daily basis, our client began sending property tour data to the Apartment Geofencing paid social team who then uploaded it via an API integration directly into a new offline event source within Facebook Events Manager. Once uploaded, Facebook's system would begin connecting the offline property tour data with anyone who has interacted with or seen the Facebook and Instagram ads managed by Apartment Geofencing. If a match were detected, Facebook would provide credit to one of the active client campaigns, counting it as an offline conversion. In the first two weeks, the cost per conversion decreased 19% compared to the previous two weeks

## Conclusion

Tracking property tours from Facebook ads yielded promising results in just a 2-month timeframe, reducing the cost per conversion by 26%. As cookies are phased out, using first party data to track the effectiveness of paid social campaigns will become extremely important. Apartment Geofencing is well positioned to provide effective, trackable campaigns for our clients



Apartment Geofencing has been a game-changer for our campaigns! Their real-time data availability, customized recommendations with performance improvement metrics, and super smooth onboarding process have made our partnership seamless. We've gone from approval to live in the blink of an eye, and their pricing tiers are unmatched —reasonable and effective. Their support team is not only quick to respond but also incredibly knowledgeable. If there's one regret, it's not partnering with them sooner.



Misty Williams  
Digital Marketing Manager  
Student Quarters

## Our Approach

### Data-Driven Targeting

We leverage GeofenceIQ™ to analyze your competitor residents' history based on real mobile location data to distill the best locations to capture future prospects.

### Always Fresh Creative

Highlight your top amenities with fresh creative every month, keeping prospects engaged, avoiding ad fatigue, and ensuring your property stays front and center.

### Proactive Optimization

Our data team continuously refines your geofencing campaigns with frequent, actionable insights—keeping your strategy one step ahead of changing renter behaviors.

