

Advenir Azora's CRM Was Missing Two-Thirds of the Impact

Client Challenge

Advenir Azora needed a more accurate view of its marketing performance to guide budget decisions, as they believed they were missing the full picture. They engaged Hyly.AI, a multifamily attribution expert, to independently track renters across their full journey to gain a complete picture of what truly drives their leases and revenue.

Key Insight

Advenir Azora, a regional PMC operating in the Southeast and Midwest, questioned its CRM reporting. Google and property websites were named most often as the lease-driving sources. But those were typically the last sites renters visited before submitting a lead - not where renters discovered and learned about their communities. As a result, the CRM underreported Apartments.com's influence on leasing performance. By measuring the full renter journey, the client learned that Apartments.com generated **a third more leases at a two-thirds lower cost per lease** than its CRM reported.

The Impact of Missed Attribution from Apartments.com

+36% MORE LEASES THAN REPORTED

+57% MORE ANNUAL RENT REVENUE THAN REPORTED

-64% LOWER COST PER LEASE THAN REPORTED

Initial CRM Reporting

On Apartments.com performance

775

LEASES

\$14M

ANNUAL RENT*

\$1,148

COST PER LEASE

What the CRM Missed

Apartments.com performance that Hyly.AI uncovered

439

LEASES

\$8M

ANNUAL RENT*

The Full Impact That Apartments.com Delivers

1,214

LEASES

\$22M

ANNUAL RENT*

\$415

COST PER LEASE

of all Apartments.com influenced leases

*Based on an assumed average rent of \$1,500 per month (\$18,000 annually)

What is missed attribution costing your property?

CRM and PMS platforms were not built for marketing attribution and typically reward last-touch attribution. They often overattribute results to property websites and Google because those may be a renter's final stops before submitting a lead. As the renter journey gets more complex, renters first discover a community on Apartments.com, then search for it by name through another channel. If the renter hadn't found the community on Apartments.com, they never would have signed the lease. That's why Apartments.com delivers more leases at a lower cost per lease than our clients' reporting typically indicates.



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This study helped quantify the true impact Apartments.com has on our business beyond what our CRM shows. Seeing 36% more leases and a 64% lower cost per lease gives us a much more complete view of the customer journey and the value Apartments.com delivers across our portfolio."

- Joe Mendez, CMO, Advenir Azora

Are you ready to see the full picture of your portfolio?

Take the Attribution Challenge. We're offering attribution studies for 100 PMC portfolios at no cost. These attribution studies will be independently designed and run by Hyly.AI. Contact your Apartments.com sales associate if you would like to participate.

877.283.6152 | apartments.com/attribution