The New Wave of Websites

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UDR, Inc.

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Lincoln Property Company

Coby Rich
Entrata

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@apartmentwire
THE NEW WAVE OF WEBSITES

Coby Rich
Marketing Director
Entrata
History

2008

2011

2013

Property Management Software Has Evolved.

Property management is easier when all your software plays nice with each other. That’s why Property Solutions built Entrata PaaS to take all your applications – websites, accounting, utilities, reporting, payments, and more – and bring it together in one unified platform. Learn how Entrata PaaS can make a difference at your property by checking out our video.
Rebranding

www.propertysolutions.com  www.entrata.com
Goals for New Website

1. Make content easier to consume
2. Generate better leads for the sales team
3. Add more client voices throughout the site
4. Educate about the Entrata platform and other differentiators
Strategy for New Website

1. Make content easier to consume
   - Make more mobile friendly
   - Narrow focus from 24 products to four suites
Seamless Experience
Results

Pages per Session

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Mobile</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Tablet</td>
<td>1</td>
<td>3</td>
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Average Session Duration

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<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
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<tr>
<td>Desktop</td>
<td>0:00</td>
<td>1:12</td>
</tr>
<tr>
<td>Mobile</td>
<td>1:12</td>
<td>2:24</td>
</tr>
<tr>
<td>Tablet</td>
<td>2:24</td>
<td>3:36</td>
</tr>
</tbody>
</table>
Strategy for New Website

1. Make content easier to consume
   - Make more mobile friendly
   - Narrow focus from 24 products to four suites

2. Generate better leads for the sales team
   - Optimize for relevant viewers to attract new traffic and reduce bounce rates
Results

Bounce Rate

<table>
<thead>
<tr>
<th>Bounce Rate</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Tablet</th>
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</thead>
<tbody>
<tr>
<td>2014</td>
<td>60%</td>
<td>20%</td>
<td>40%</td>
</tr>
<tr>
<td>2015</td>
<td>60%</td>
<td>20%</td>
<td>40%</td>
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</table>

Visitors

<table>
<thead>
<tr>
<th>Visitors</th>
<th>July - October 2014</th>
<th>July - October 2015</th>
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<tbody>
<tr>
<td>New Visitor</td>
<td>50.6%</td>
<td>52.9%</td>
</tr>
<tr>
<td>Returning Visitor</td>
<td>49.4%</td>
<td>47.1%</td>
</tr>
</tbody>
</table>
Results

Qualified Leads

November  December  January  February  March  April  May  June  July  August  September  October

0  50  100  150
Strategy for New Website

1. Make content easier to consume
   – Make more mobile friendly
   – Narrow focus from 24 products to four suites

2. Generate better leads for the sales team
   – Optimize for relevant viewers to attract new traffic and reduce bounce rates

3. Add more client voices throughout the site
   – Make client testimonials front and center throughout site
Client Voices

“It's All Right Here

It's all about having the right tools, and LeaseExecution provided
us with the right tools to be successful.”

Dee de Windt, CEO, Cardinal Group.

3.5x More Traffic

Capture, convert, and entertain your prospects with ProspectPortal marketing websites.

681 views
2,444 eyes

visits before and after implementing prospect portal.

CASE STUDY

FAIRFIELD'S STORY

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Strategy for New Website

1. Make content easier to consume
   – Make more mobile friendly
   – Narrow focus from 24 products to four suites

2. Generate better leads for the sales team
   – Optimize for relevant viewers to attract new traffic and reduce bounce rates

3. Add more client voices throughout the site
   – Make client testimonials front and center throughout site

4. Educate about the Entrata platform and other differentiators
   – Make strategic content decisions and keep website content dynamic
Management

Whether you need to quickly move in a resident, past transactions to the ledger, or automate your renewal offer process, Entrata provides everything you need to be more efficient.

Mary Rose Pukas
Westover Companies
10,989 units

"Core encompasses all the best Entrata software under one platform with one login on any browser of your choosing."

LEARN MORE
Takeaways from Building a Custom Website

1. Have your audience tell your story
2. Keep content dynamic
3. Be prepared to take twice as long as expected
4. You won’t get everything you want on the first version
5. Test, test, then re-test
6. Designers have feelings too
The New Wave of Websites

Lynette Hegeman
VP Marketing
Berkshire Communities
Abstract

With mobile searches now exceeding all other types, how a website renders on a mobile device is more important than ever. While some believe responsive design is the best solution, others believe a mobile website works best. Either way, the last year saw a good number of companies once again updating their websites to optimize changing technology, search realities, and interactivity. This session will present case studies of recent website renovations along with lessons learned on what worked and what they’d have done differently.
Don’t Sacrifice for Technology
Meet Users Where They Are

“...more Google searches take place on mobile devices than on computers...”*

“...mobile conversion rates have shot up by 29% in the last year alone.”*


#nmhcOPTECH @apartmentwire
Mobile vs. Responsive

be everywhere
be future proof
be fast
IMPECCABLE FEATURES
Live the ultimate in luxury that Buckhead has to offer. Our condo-style apartment homes include Brazilian Hickory hardwood floors, granite countertops, and great Atlanta skyline views.

PET FRIENDLY
We love our furry friends and are a pet-friendly community welcoming both cats and dogs.

YOUR NEIGHBORHOOD
EON at Lindbergh offers upscale living the best Buckhead location, with shopping dining, and the MARTA train station... within walking distance.
LIVE WHERE ATLANTA PLAYS

Situated in the heart of Atlanta’s most prestigious neighborhood, Berkshire Terminus is where it’s at. Our brand new apartment homes offer the ultimate in boutique apartment living in a prime Buckhead location, near the intersection of Piedmont and Peachtree. Easy access to GA-400, I-85,
... that Performs

March 2015 Platform Upgrade

22% users are mobile

45%

6 months!!
...and Performs again...

25% of conversions are mobile
And now some tips and tricks...

define your **goals**

understand your **demographics**

choose the **right** partner

manage with **data**

and don’t forget the **visuals**
And Ready for the Future...Personalization
A New Wave of Websites

Sheri Killingsworth
VP, Marketing & Communications
Lincoln Property Company
Mobile has changed everything.

2005 | Pope John Paul II

2013 | Pope Francis
Time Spent on Screens

Source: eMarketer 4Q15, Coolblue analysis. Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+. Time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop.
Consumers spend over 15 hours/week on mobile research
Search is the most common starting point for mobile research.

- **48%** start on search engines.
  - Automotive: 42%
  - Home & Garden: 41%
  - Apparel & Beauty: 38%

- **33%** start on branded websites.
  - Finance: 31%
  - Apparel & Beauty: 31%
  - Automotive: 27%

- **26%** start on branded apps.
  - Finance: 36%
  - Electronics: 22%
  - Apparel & Beauty: 21%
More than $\frac{1}{2}$ of mobile consumers want to purchase within the hour
Stimulus

ZMOT

First Moment of Truth
Pre-shopping | In-store | In-home
At shelf
In-store

Second Moment of Truth
Experience
New Micro-Moments

I-want-to-know moments

65% of online consumers look up more information online now versus a few years ago.²

66% of smartphone users turn to their phones to look up something they saw in a TV commercial.²

I-want-to-go moments

2X increase in "near me" search interest in the past year.⁴

82% of smartphone users use a search engine when looking for a local business.⁵

I-want-to-do moments

91% of smartphone users turn to their phones for ideas while doing a task.⁶

100M+ hours of “how-to” content have been watched on YouTube so far this year.⁷

I-want-to-buy moments

82% of smartphone users consult their phones while in a store deciding what to buy.²

29% increase in mobile conversion rates in the past year.⁹
“I have the whole world in my hands.”
Being there for consumers, in their moment of need, is less about bells and whistles... and more about providing exactly what is needed in that context, immediately.

Reaching the prospect during that ZMOT: Mobile Ranking Factors

Technical

Content

UX
Technical

Site speed.
Flash.
Keywords in domain.
Content

Keywords in body.
Word count.
Proof terms.
User Experience

Unordered lists.
Internal links.
Images.
Mobile Traffic

- Mobile Traffic from 2012 to 2015 shows a steady increase.
- Traffic figures range from 2,000,000 to 12,000,000.
- The graph indicates a projected continued upward trend until 2015.
Responsive Sites

Non-responsive Sites

Mobile Bounce Rate
Mobile Traffic by Type of Campaign

- **SEO & PPC**
  - Mobile Pageviews: 3600
  - Mobile Sessions: 1500

- **SEO**
  - Mobile Pageviews: 3600
  - Mobile Sessions: 1000

- **No SEO or PPC**
  - Mobile Pageviews: 1000
  - Mobile Sessions: 500

Legend:
- Green: Mobile Pageviews
- Blue: Mobile Sessions
Mobile Usage by Design Type

33% increase
AN OASIS OF LUXURY AWAITS YOU

The Preserve at Rock Springs, set in rustic Sweetwater County, amid historic trails, wide-
## Device Category

### Acquition

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>% New Users</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Goal 1: Form completion</th>
<th>form completed (Goal 1 Conversion Rate)</th>
<th>form completed (Goal 1 Completions)</th>
<th>form completed (Goal 1 Value)</th>
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</thead>
<tbody>
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<td><strong>Mobile</strong></td>
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<td>0.81%</td>
<td>260.89%</td>
<td>69.30%</td>
<td>31.24%</td>
<td>38.91%</td>
<td>100.00%</td>
<td>0.00%</td>
<td>2.00%</td>
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<td>Nov 1, 2015 - Nov 7, 2015</td>
<td>620 (99.48%)</td>
<td>63.71%</td>
<td>385 (48.56%)</td>
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<tr>
<td>Mar 1, 2015 - Mar 7, 2015</td>
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<tr>
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<td>648.28%</td>
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<td>-18.81%</td>
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<td><strong>Desktop</strong></td>
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<td>223 (27.66%)</td>
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<td>148 (65.18%)</td>
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<td>27.90%</td>
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<tr>
<td><strong>Tablet</strong></td>
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<td>Nov 1, 2015 - Nov 7, 2015</td>
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<td>Default Channel Grouping</td>
<td>Acquisition</td>
<td>Behavior</td>
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<td>Sessions</td>
<td>% New Sessions</td>
<td>New Users</td>
<td>Bounce Rate</td>
<td>Pages / Session</td>
<td>Avg. Session Duration</td>
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<td>Nov 1, 2015 - Nov 7, 2015</td>
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<td>6. Social</td>
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<td>Nov 1, 2015 - Nov 7, 2015</td>
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<td>1 (0.44%)</td>
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<tr>
<td>% Change</td>
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<td>0.00%</td>
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<td>∞%</td>
<td>21.43%</td>
<td>280.95%</td>
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</tr>
</tbody>
</table>
Mobile Strategy

It’s less about the bells and whistles.

Responsive alone doesn’t cut it.

Google Analytics is your new bestie.
Questions?