Discover How Marketing Business Intelligence Drives Corporate Strategy

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Lifetime Value

• Instead of looking at just the cost of our ad sources, we are looking at the lifetime value of the ad source to determine the “value” gained by acquiring that customer through the specific ad source channel.

Sum of Average Value, sum of Average of Years and sum of Number of Residents for each Lifetime Value By AdSource.
Comparative analysis of ILS performance

- Heat maps provide birds-eye perspective as to which ILSs perform best in which markets from a cost per lease standpoint.

### 2014 Cost Per Lease

<table>
<thead>
<tr>
<th>Source</th>
<th>Cost per Lease 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Source 1</td>
<td></td>
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<tr>
<td>Ad Source 2</td>
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Map based on Longitude (generated) and Latitude (generated) broken down by Source. Color shows sum of Cost per Lease 2014. Details are shown for State and County.
1 Prospect
3 site visits
189 minutes
226 pages viewed
29 contact forms completed
Referral Site Visits

- **Apartment Ratings**
  - Sept 1-Oct 31 2013
  - Sept 1-Oct 31 2014

- **Yelp**
  - Sept 1-Oct 31 2013
  - Sept 1-Oct 31 2014
Conversion Rate Percentage

Sept 1-Oct 31 2013
Sept 1-Oct 31 2014

Apartment Ratings
Yelp
Forecasting Rentals and Show data

- Predictive forecasting model aligns marketing capital with occupancy objectives by evaluating historical rentals, renewals, and lease expirations.
Thank You!