

Discover How Marketing Business Intelligence Drives Corporate Strategy

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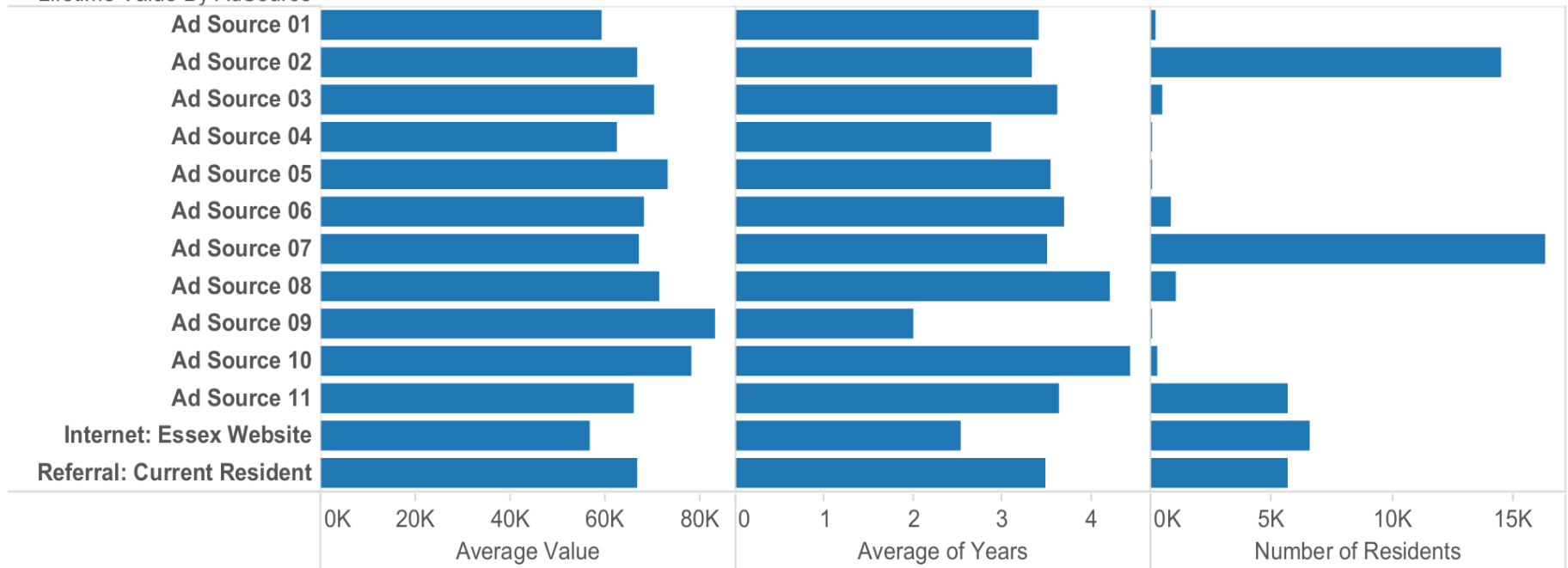
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Lifetime Value

- 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.

Lifetime Value

Lifetime Value By AdSource

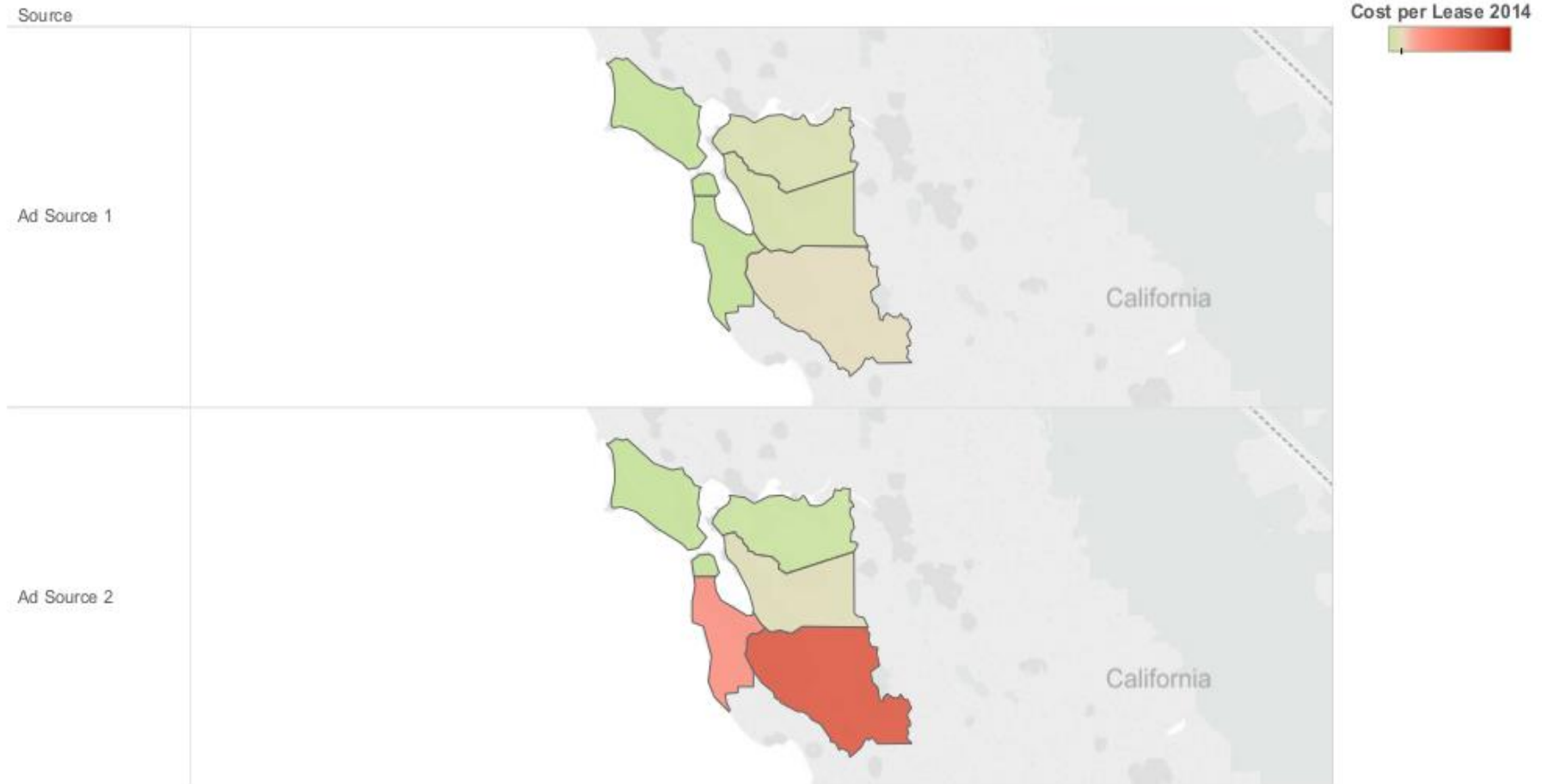


Sum of Average Value, sum of Average of Years and sum of Number of Residents for each Lifetime Value By AdSource.

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

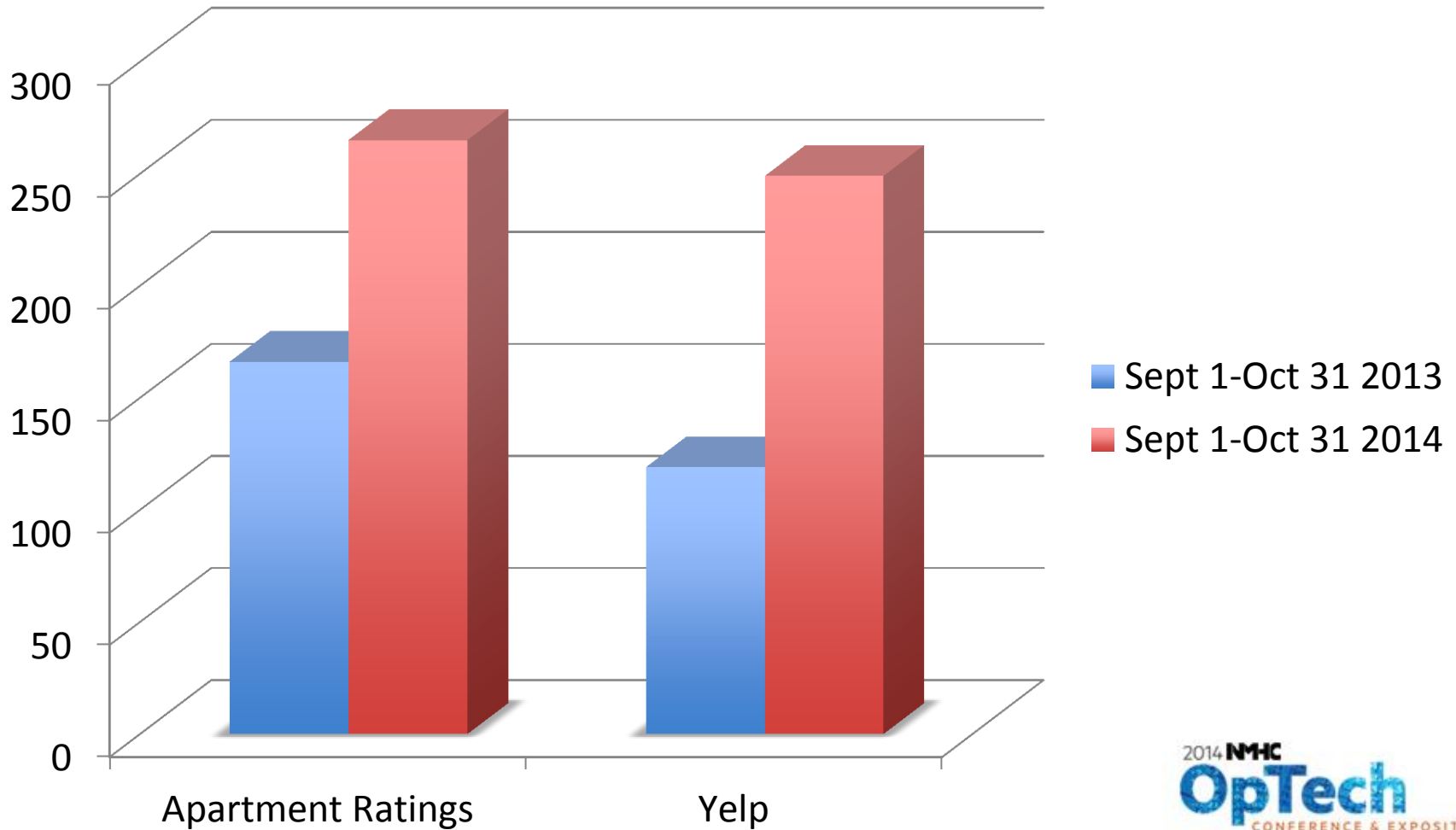
2014 Cost Per Lease



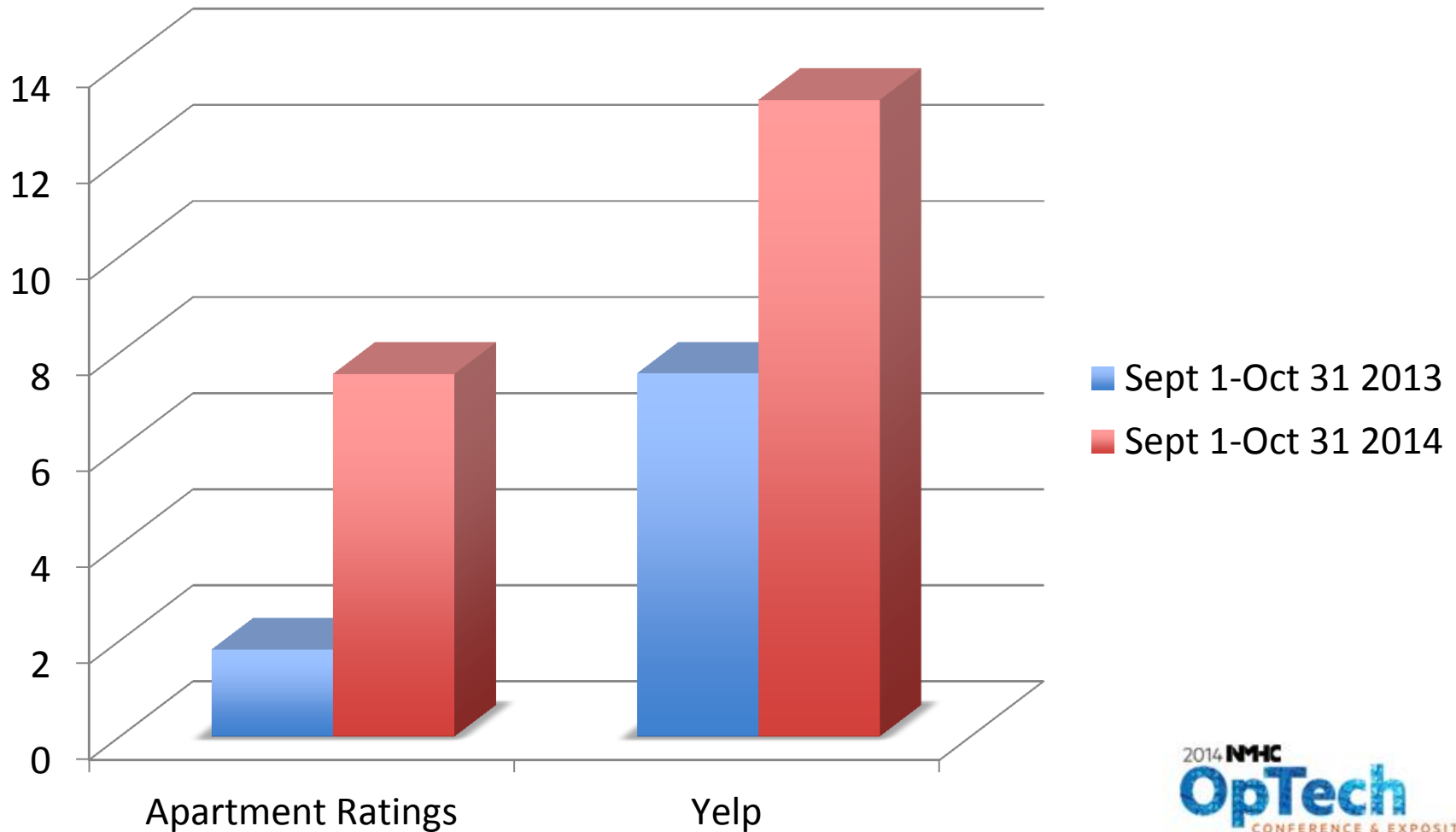
Map based on Longitude (generated) and Latitude (generated) broken down by Source. Color shows sum of Cost per Lease 2014. Details are shown for State and County.



Referral Site Visits

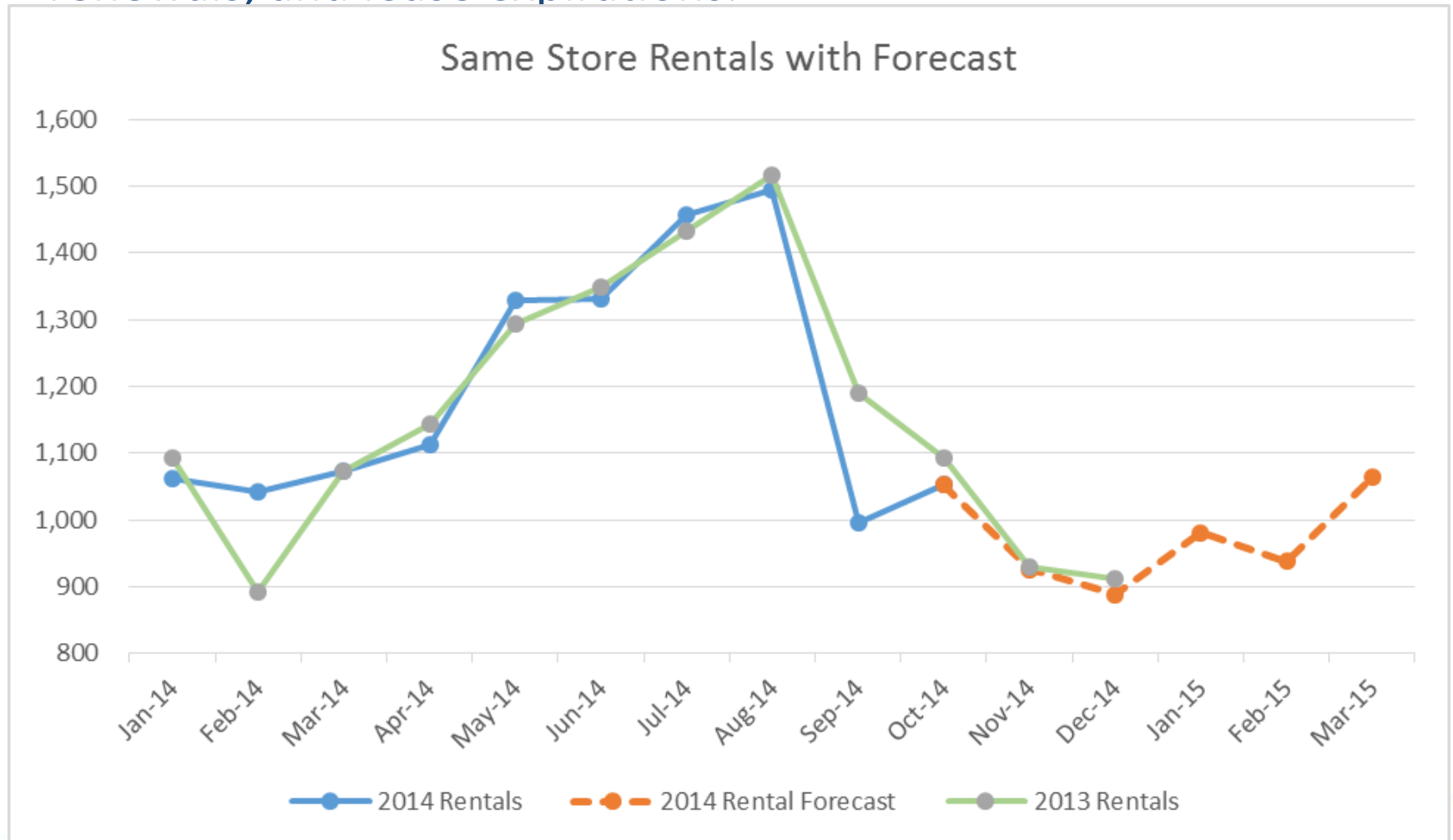


Conversion Rate Percentage



Forecasting Rentals and Show data

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



Thank You!