

URBAN GEOLIFT CASE STUDY

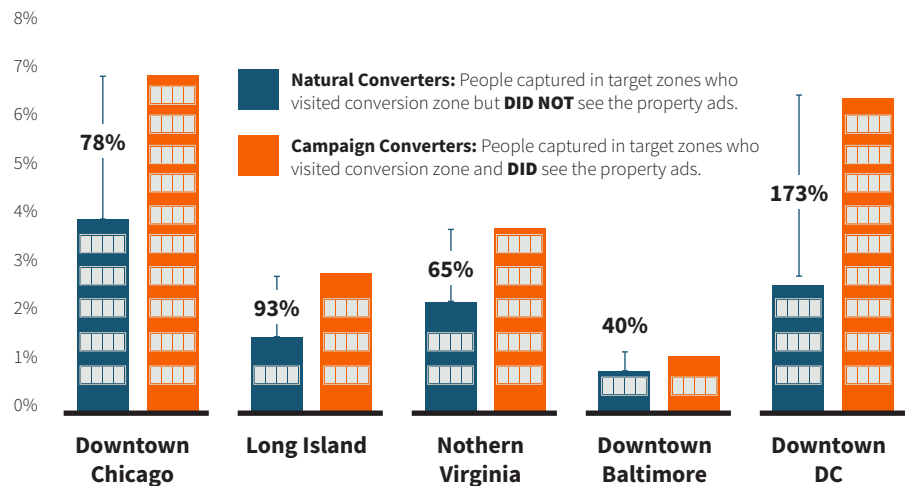
**Geofencing
can increase
the natural
flow of visits
to your
community by
50% - 200%**

Assessing the results of geofencing can be difficult in mixed-use or high-rise communities. The conversion zone often overlaps with resident or retail entry points. Some urban communities show hundreds of geofence conversions each month. Obviously, that's much more than actual prospect visits. **So how can we know if geofencing is working? Would these same people have visited the community anyway?**

To answer these questions, ApartmentGeofencing.com dug into the data of five urban properties over a period of 60 days with a combined total of 8,484 conversion zone visits. We compared the conversion ratio between natural converters versus campaign converters.

The percent difference is the geolift.

So what does this mean? **In short, geofencing can create a significant geolift amongst prospective residents.**



What does the chart show?

We picked one community in each urban area above. On the left is the natural conversion ratio, while on the right is the campaign conversion ratio. The bracket shows the percent increase between the two.

For example, the downtown Chicago property saw a 78% geolift during the 60-day period. The blue conversion ratio shows that Natural Converters made up 4 out of every 100 visits. The yellow conversion ratio shows the Campaign Converters made up 7 out of every 100 visits.

Need a better understanding of geofence target zones and conversion zones?

Watch our explainer video at

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