

DIGITAL CASE STUDY

How Google Ads Helped Drive a 213-Unit Lease- Up to 96% Occupancy in 13 Months

A 213-unit Class A lease-up in a small Connecticut market faced limited local search demand and an aggressive occupancy goal, which included a workforce housing component. Resident360 developed a location-based Google Ads strategy that identified the highest-converting markets beyond Rocky Hill, generating 589 qualified leads and helping Kelson Row reach 96% occupancy within 13 months.

RESULTS

589

LEADS ON GOOGLE ADS
FROM JAN 1 - DEC 31, 2025

48%

ALL LEADS FROM GOOGLE ADS
WERE CONTACT FORMS

202+

TOTAL LEASES SINCE
SERVICES LAUNCHED

96%

PROPERTY OCCUPANCY
RATE AS OF DEC 31, 2025

THE DETAILS

Sponsored

Kelson Row Apartme...

4.8 ★★★★★ (48) · 1.0 km

Apartment complex · **Open**

Rocky Hill · 2418 Main St

Welcome To Kelson Row - Spacious luxury 1 & 2 apartments curated with all the convenience and st...



Call



Directions



Website

1

COMMUNITY OVERVIEW

Kelson Row launched pre-leasing in November 2024 with a clear goal: fill 213 Class A units, including a workforce housing component, in Rocky Hill, Connecticut.

The challenge was geographic. Rocky Hill is a small market of roughly 25,000 residents with limited local search volume. Relying solely on Rocky Hill-based search traffic would not generate the lead volume needed to hit occupancy targets on schedule. Resident360 needed to identify where qualified renters were actually searching and get Kelson Row in front of them before they signed elsewhere.

2

THE STRATEGIC SOLUTION

Resident360 ran location-based split tests across neighboring towns using identical keywords and ad copy, making geography the only variable. The data pointed to Hartford, Glastonbury, and Middletown as the highest-converting markets outside Rocky Hill, and budget was reallocated accordingly.

To expand reach further, broader "Central Connecticut" search terms were layered in alongside location-specific keywords. These searches generated consistent, high-quality secondary traffic without sacrificing lead quality in the primary markets.

3

THE RESULTS

Kelson Row generated 589 Google Ads leads between Jan. 1 and Dec. 31, 2025, with 48% of those leads submitting contact forms, the highest-intent lead type in digital apartment marketing. Since services launched, the property has signed 202+ total leases and reached 96% occupancy by Dec. 31, 2025.

From pre-lease to near full occupancy in just 13 months, in a small market with a workforce housing component, the strategy delivered exactly what a lease-up demands: the right renters, in the right volume, at the right time.

Want to see what Resident360
can do for your properties?

Contact us for a complimentary
digital marketing audit.

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