



DIGITAL CASE STUDY

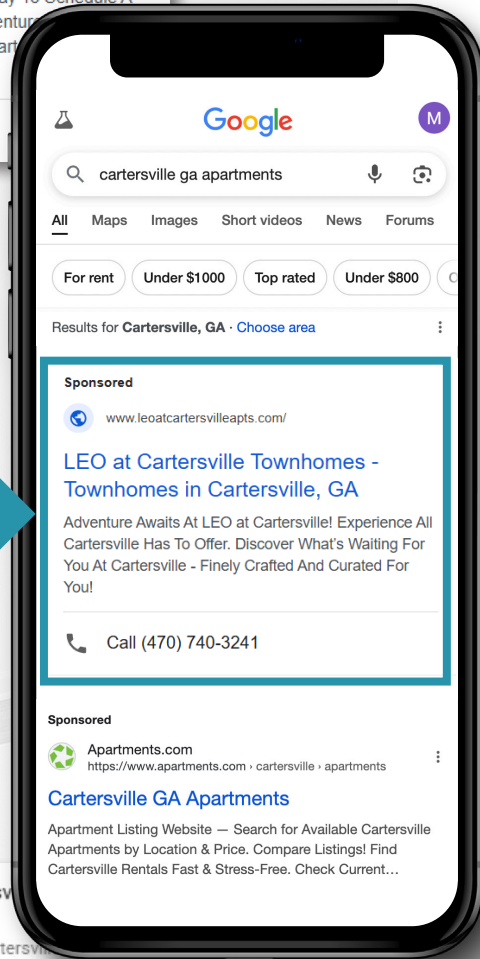
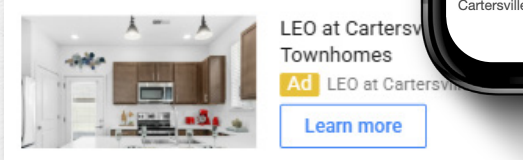
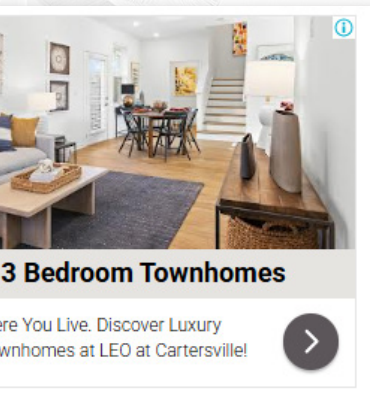
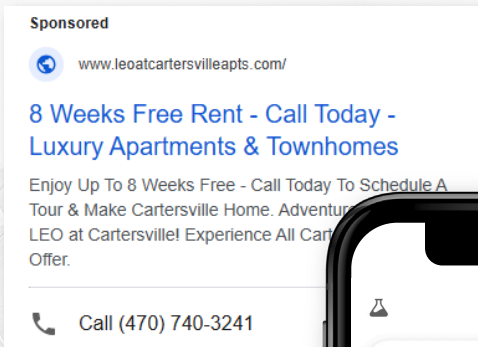
From Launch to Lease-Up: How Google Ads Drove a 1500% Conversion Surge for LEO at Cartersville.

LEO at Cartersville, a brand-new rental townhome community in Georgia, had a strong start in digital advertising with the launch of their Google Ads campaign in January 2025. With a limited budget and a fresh market presence, we implemented a tightly focused paid search strategy—prioritizing efficiency, high-intent keywords, and smart ad segmentation. The results? A dramatic rise in performance and tangible leasing outcomes in just three months.

THE DETAILS


RESULTS

1500% INCREASE IN
CONVERSIONS**89%** DECREASE COST
PER CONVERSION**18%** INCREASE IN
CLICK VOLUME**50%** CLICK-THROUGH
RATE INCREASE**16X** THE CONVERSIONS
JUST BY DOUBLING
THE BUDGET



1 THE GOAL

LEO at Cartersville offers upscale rental townhomes with smart home features, attached garages, and community-centered amenities. Located in a growing suburb of metro Atlanta, LEO caters to renters seeking a low-maintenance lifestyle with the space and privacy of a traditional home.

2 THE CHALLENGE

As a new construction community with limited name recognition, LEO faced a trio of challenges:

- Tight advertising budget
- Need to build awareness fast
- Unique product positioning as rental townhomes in a market largely dominated by traditional apartments

3 STRATEGIC SOLUTION

To maximize impact with minimal spend, we deployed a three-pronged paid search approach:

- Targeted high-intent keywords like “Cartersville apartments” and “2 bedroom rental” to capture in-market renters.
- Segmented campaigns (Search, Display, and Floor Plans) to drive both brand awareness and bottom-funnel action.
- Optimized keyword bidding and ad creatives weekly to improve conversion rate and lower cost per conversion.
- Additionally, SEO support reinforced visibility by improving organic rankings and reducing reliance on paid ads long-term.

Want to see what Resident360 can do for your properties?

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digital marketing audit.

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