

## DIGITAL CASE STUDY

# First Building Leased In Just 30 Days with Geofencing + Google Ads Strategy

When Mystic Cove opened its doors, the goal was simple yet ambitious: achieve rapid lease-up momentum in a highly competitive market. Through a digital-first approach — leveraging hyper-targeted geofencing, Google Ads, and supporting marketing channels — the community reached a remarkable milestone, leasing its first building to 100% occupancy within just 30 days of the grand opening.

## RESULTS

100%

LEASED WITHIN 30 DAYS OF  
THE GRAND OPENING FOR  
THE FIRST BUILDING

859K +

GEOFENCING  
IMPRESSIONS

89K +

GOOGLE SEARCH  
IMPRESSIONS

29%

BRANDED SEARCH IMPRESSION  
SHARE, CAPTURING KEY  
MARKET DEMAND

THE DETAILS



# 1

## COMMUNITY OVERVIEW

Mystic Cove is a brand-new luxury apartment community in Lake Orion, Michigan. Offering modern floor plans, high-end finishes, and resort-style amenities, Mystic Cove was designed to meet strong renter demand in the area. With multiple buildings delivering in phases, the community needed to quickly establish awareness, drive traffic, and generate leases to maintain momentum.

# 2

## THE CHALLENGE

Lease-ups face a unique challenge: building awareness from the ground up while competing against established communities with name recognition. Mystic Cove needed to drive high-quality leads immediately upon opening, ensuring strong initial lease velocity and setting the tone for future building releases.

# 3

## STRATEGIC SOLUTION

To meet this challenge, our team crafted a multi-channel digital strategy with a core focus on geofencing and Google Ads:

- **Geofencing:** We deployed targeted campaigns around key local hotspots — from high-traffic areas in town to select local events — ensuring Mystic Cove reached renters where they already live, work, and play. This generated nearly 860K impressions in 90 days, delivering strong awareness and measurable on-site visits.
- **Google Ads:** With a mix of branded and non-branded campaigns, we captured renters actively searching for apartments. Branded campaigns secured market share (29.17% impression share), while general search expanded reach (12.47% impression share). Together, they drove 5,134 clicks and 91 conversions.
- **Supporting Channels:** SEO, email marketing, and organic/paid social campaigns amplified visibility and nurtured leads, ensuring strong follow-through on interest generated from ads.
- **The result was undeniable:** Mystic Cove's first building reached full occupancy within just 30 days of the grand opening, far surpassing typical lease-up timelines and establishing the community as a market leader from day one.



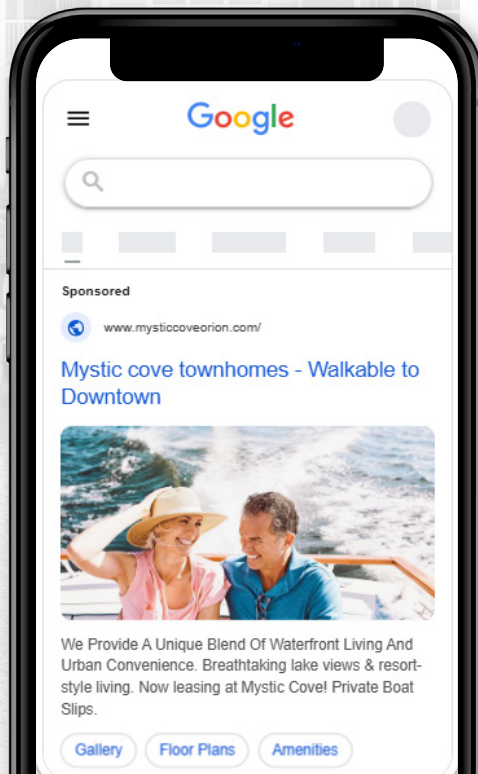
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