

DIGITAL CASE STUDY

Precision Targeting in a Competitive Market: How One Museum Square Boosted Leads by 625%

In one of Los Angeles' most competitive luxury rental markets, One Museum Square a 285 unit community, faced the challenge of standing out in the bustling Miracle Mile district. By refining Google Ad strategies and leveraging smart SEO and Meta Ads, this high-rise community transformed its digital performance — all with just a modest \$500 increase in ad spend over 4 months.

RESULTS OVER 4 MONTHS

↑ **625%** INCREASE IN
CONVERSIONS

↓ **78%** REDUCED COST
PER CONVERSION

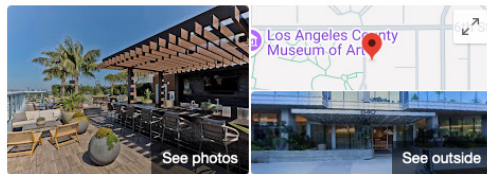
↑ **25.12%** SEARCH IMPRESSION
SHARE INCREASE

↑ **60%** IMPROVED SEO
ENGAGEMENT RATE

THE DETAILS
▼

COMMUNITY:
ONE MUSEUM SQUARE

SERVICES:
GOOGLE ADS, SEO, META ADS



One Museum Square Luxury Apartments

3.8 ★★★★★ 26 Google reviews

Apartment building in Los Angeles, California

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One Museum Square
<https://www.omsapts.com/>

Apartments for Rent in Los Angeles, CA | One Museum Square

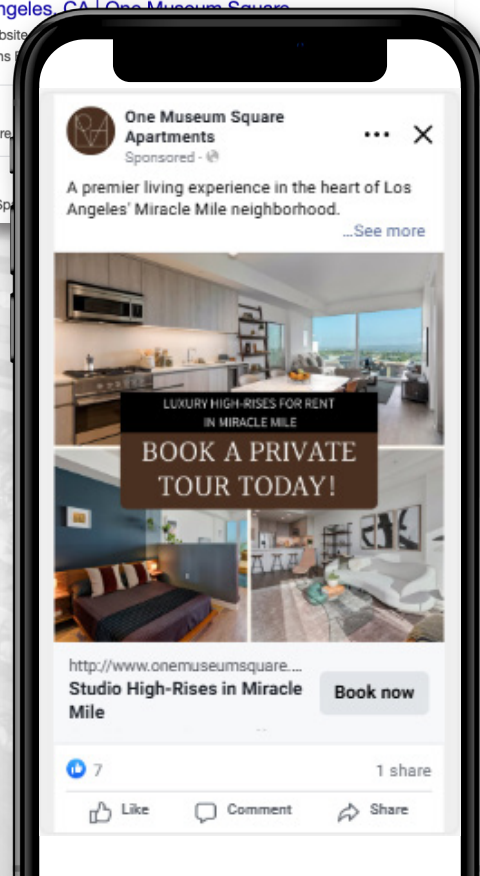
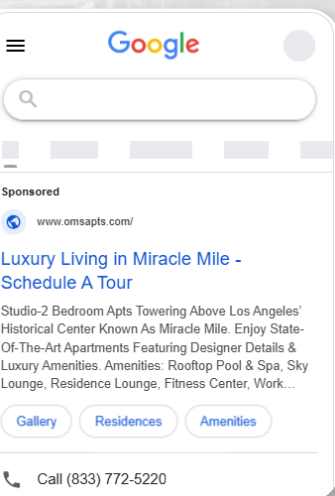
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Residences

Our Residences Include Studio And More

Amenities

Our Amenities Include Rooftop Pool & Spa



1

COMMUNITY OVERVIEW

One Museum Square is a premier high-rise apartment community nestled in the heart of Miracle Mile, Los Angeles. Known for its modern luxury and close proximity to cultural landmarks, OMS appeals to professionals seeking upscale living near Beverly Hills, Culver City, and West Hollywood. With its sleek amenities and commanding views, OMS needed a digital presence that reflected its real-world prestige.

2

THE CHALLENGE

One Museum Square faced the daunting task of breaking through in Los Angeles' saturated luxury rental market, particularly in the competitive Miracle Mile district. Early in 2025, their campaigns struggled with high cost-per-clicks and a low volume of conversions, making it difficult to justify ad spend efficiency. Compounding the issue was the challenge of identifying which keywords and geographic targets would attract high-intent renters. With a modest increase in budget, the team needed to stretch every marketing dollar while ensuring visibility against well-established competitors in adjacent areas like Beverly Hills and Culver City.

3

STRATEGIC SOLUTION

We implemented a focused multi-channel strategy to drive performance while keeping spend efficient. Google Ads campaigns were restructured to target high-converting areas like Culver City and Hancock Park, helping achieve a 25.12% search impression share. Performance Max became the top driver of leads, accounting for 65 conversions in June alone. We refined keyword targeting to focus on high-intent terms and supported paid efforts with strong SEO and Meta Ads, which maintained an average engagement rate of nearly 60%. Ongoing testing and optimization ensured continued growth in both efficiency and lead volume.

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