


DIGITAL CASE STUDY

# Lead-Generating Landing Page Increased Conversion Rates by 51%

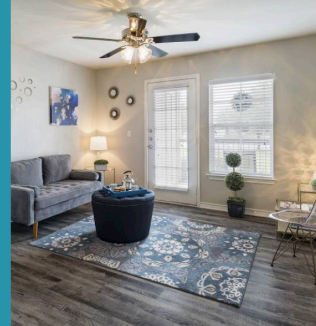
THE RESULTS

 **35%** INCREASE IN LEADS

 **51%** INCREASE IN CONVERSION RATE

 **38%** DECREASE IN COST PER CONVERSION

THE DETAILS



## 2BR Apartments in Sanger TX

2BR 2BA From \$1280, 1027 SqFt, Newly Renovated Interiors, Near Lake Ray



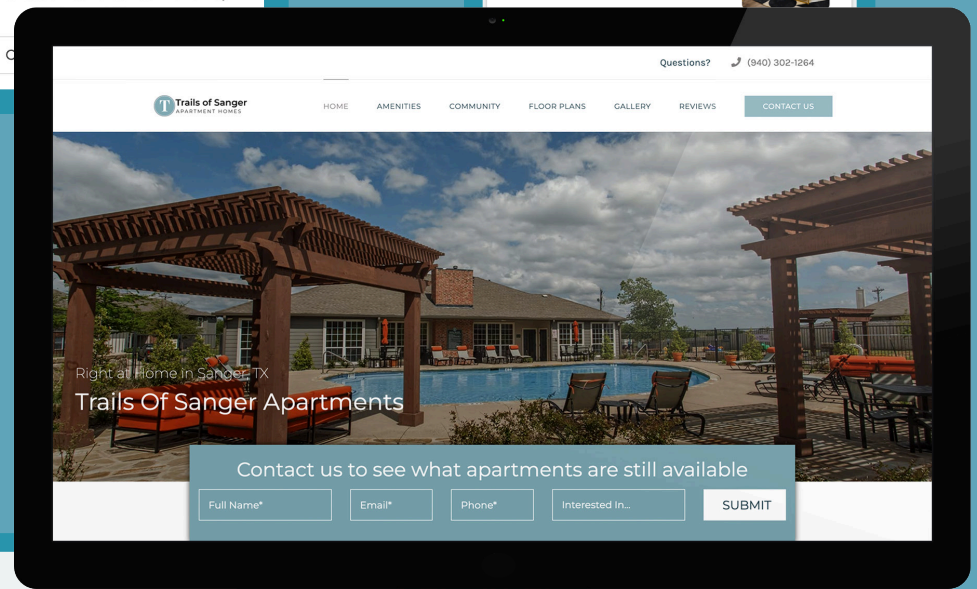
**Trails of Sanger**  
APARTMENT HOMES

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### Sanger TX Apartments | 2BRs From \$1280 | Check Availability

2BRs From \$1280. Spacious Floor Plan w/ Upgraded Finishes, Pet Friendly, Enjoy Top Notch Amenities, Resort-Style Pool, Fitness Center, Lounge Areas, & Bark...



## 2BR Apartments in Sanger TX

2BR 2BA From \$1280, 1027 SqFt, Newly Renovated Interiors, Near Lake Ray Roberts & Denton

TRAILS OF SANGER



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### Newly Renovated Apartments | 2BRs From \$1280 | Apartments in Sanger TX

Near Ray Roberts Lake State Park, Sanger Shops, Dining, & Entertainment, North of Denton. 2BRs From \$1280, Upgraded Finishes, Open Living Spaces...



### 2BR Apartments in Sanger TX



2BR 2BA From \$1280, 1027 SqFt, Newly Renovated Interiors, Near Lake Ray Roberts & Denton

resident360

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## THE BACKGROUND

Situated beyond the busy confines of urban life, Trails of Sanger offers newly refurbished apartments with one, two, or three bedrooms. This park-like community is nestled near Lake Ray Roberts, providing residents with expansive living spaces complemented by contemporary amenities. While it exudes the charm of a quaint southern small town, Trails of Sanger maintains its proximity to Denton, Texas, seamlessly merging tranquility with convenience.

2

## THE CHALLENGE

Our goal was to develop a strategy to boost traffic in a 93% occupancy community with a 60-day trend of 90%. The challenge was attracting quality visitors to a low-search volume area. With Google Business Profile as the main traffic source for this small sub-market community, our strategy would become the only alternative.

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## THE SOLUTION

Resident360 developed a digital strategy using Search and Display campaigns to draw traffic to the property website. When conversions remained low despite decent traffic, we identified a conversion problem. To address this, we designed a landing page specifically for lead generation. Switching from the current property website to this new lead-generating landing page resulted in a 51% boost in conversion rate. This quickly improved occupancy rates, increasing them from 93% to 97% within 60 days.



COMMUNITY:  
TRAILS OF SANGER

LOCATION:  
SANGER, TEXAS

SERVICES:  
DIGITAL MARKETING  
STRATEGY



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Email, Call or Click Tammy Casserly:

[tammy@resident360.com](mailto:tammy@resident360.com) | 508-335-9869 | [resident360.com](https://resident360.com)