

DIGITAL CASE STUDY

Small Market. Full Occupancy. 12 Months.

Cheshire, Connecticut is a tough market to lease up fast — low search volume, a small renter pool, and several new competitors all chasing the same prospects. Riverpointe Cheshire needed to fill more than 200 luxury units, and quickly. Resident360 built a precision Google Ads and Meta Ads strategy that generated 777 leads, kept cost per lead 37% below the industry average for six straight months, and delivered 100% occupancy in just 12 months.

THE DETAILS

RESULTS

777

TOTAL LEADS GENERATED
ACROSS ALL CHANNELS

\$75 CPL

SIX CONSECUTIVE MONTHS BELOW \$75,
VS. AN INDUSTRY AVERAGE OF \$120

14.7% CTR

ALL-TIME GOOGLE ADS CLICK-THROUGH
RATE, VS. AN INDUSTRY AVERAGE OF 7%

100%

LEASED UP IN 12 MONTHS

1 COMMUNITY OVERVIEW

Riverpointe Cheshire is a luxury multifamily property located next to The Shops at Stone Crossing, a major new retail development in Cheshire, CT. With studios through three-bedroom apartments across 200+ units, the property had strong product and a prime location. The challenge was volume. Cheshire is a town of just 33,000 residents, which means local search traffic alone would never generate the lead volume needed to lease up on schedule. Several competing new developments were bidding for the same limited pool of renters, making keyword efficiency and ad copy precision non-negotiable. Every dollar of ad spend had to work harder than average.

2 THE STRATEGIC SOLUTION

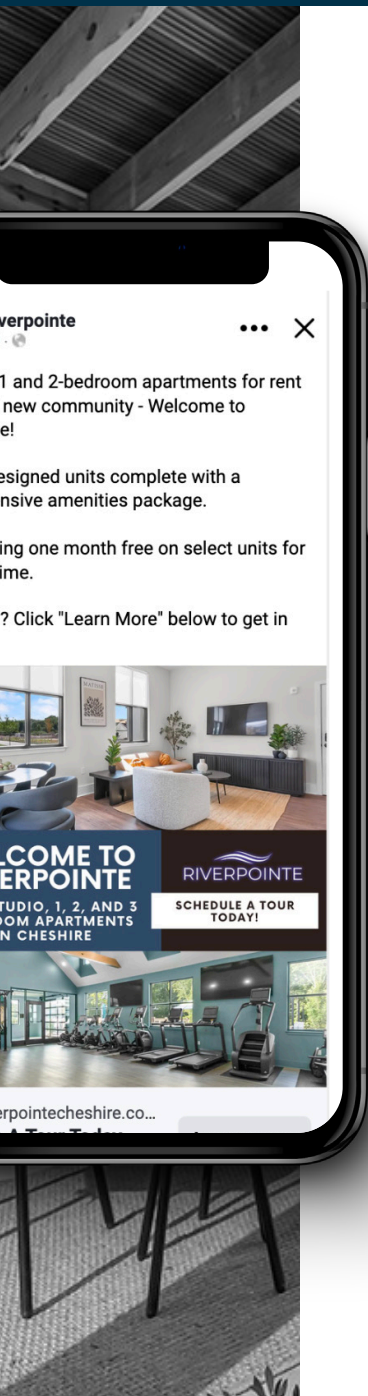
Resident360 ran three simultaneous campaigns, each targeting a distinct renter segment:

- **Campaign 1: Broader Market Capture** - Targeted high-converting surrounding markets, ultimately focusing spend on Cheshire, Southington, and Hampden, consistently generating 12–20 leases per month
- **Campaign 2: The Shops at Stone Crossing** - Got ahead of the competition by aggressively owning search around the new mall, achieving an 88% search impression share and establishing Riverpointe Cheshire as the early market leader.
- **Campaign 3: Meta Retargeting** - Re-engaged high-intent prospects through Facebook and Instagram, delivering an all-time average CPL of just \$32 with consistently strong engagement.

3 THE RESULTS

Riverpointe Cheshire generated 630 leads through Google Ads and 137 through Meta Ads, totaling 777 leads across all channels since launch. For six consecutive months from November 2025 through April 2026, cost-per-lead stayed below \$75, against an industry average of \$120. The Google Ads campaigns maintained an all-time click-through rate of 14.7%, more than double the industry benchmark of 7%. The property reached 100% occupancy within 12 months, proving that in a small, competitive market, precision targeting outperforms broad reach every time.

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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