

Case Study

Hyper-Localized Technology Transforms Leasing Performance



CLIENT PROFILE

The Dahlia is a 206-unit affordable apartment community in Northwest Dallas catering to Spanish-speaking residents, Dallas Love Field Airport professionals, and young adults seeking convenience near Bachman Lake.

THE CHALLENGE

Despite offering quality affordable house, The Dahlia faced several marketing hurdles:

- Visibility in competitive Northwest Dallas market
- Reaching Spanish-speaking prospects
- Simultaneously attract three distinct audiences
- Inaccurate location perceptions
- Insufficient qualified leads to maintain optimal occupancy

THE SOLUTION

Implemented Swifty's hyper-effective local page technology and The Dahlia's online presence was enhanced through:

- **Geo-Specific SEO:** Targeted optimization for location-based searches
- **Multilingual Content:** Custom Spanish-language pages
- **Segmented Messaging:** Distinct content for each target demographic
- **Neighborhood Storytelling:** Highlighting local amenities and transit
- **AI-Powered Content Generation:** Quickly scalable, SEO-rich pages

IMPRESSIVE RESULTS

FIRST 90 DAYS



↑ **117%**

9.87K
Impressions

↑ **197%**

710
Clicks

↑ **36%**

7.2%
CTR

Ready to amplify your local traffic?

Contact us for a demo and learn how our hyper-effective landing page technology can transform your property's online presence.