

## Case Study

# Outperforming the Market: Google Ads Campaign Achieves 3x Industry Average CTR



the  
**LENNOX**  
APARTMENT HOMES

### CLIENT PROFILE

*The Lennox is a 125-unit modern apartment community in Bedford, Texas with a prime location near major highways and an affordable pricepoint. The Lennox needed to increase its online visibility and attract more qualified renters.*

### THE CHALLENGE

Organic digital marketing efforts weren't driving enough high-intent leads, and the team needed a cost-effective strategy to generate quality conversions without overspending on ads.

### THE SOLUTION

Launched targeted Google Ads campaign designed to maximize visibility, increase engagement, and drive conversions with:



- **Refined Audience Targeting:** We strategically targeted renters in the Bedford area searching for apartments, ensuring ads reached the most relevant audience.
- **High-Performing Ad Copy & Visuals:** Engaging headlines, compelling descriptions, and optimized imagery highlighted The Lennox's unique offerings.
- **Landing Page Optimization:** We aligned ad messaging with custom landing pages to provide a seamless experience and improve conversions.
- **Budget & Bid Management:** Smart bidding strategies helped lower cost per click while maintaining high conversion rates.

## IMPRESSIVE RESULTS

FIRST 3 MONTHS



**8.8%**  
CTR

**3X  
HIGHER\***

**\$1.61**  
CPC

**23%  
LOWER\***

**21.14%**  
CR

**\$7.61**  
CPA

\*than industry average

### Increase Leads with Proven Digital Strategies

Contact us and discover how our tailored Google Ads solutions can drive high-quality leads and maximize occupancy for your community.