Swifty

Case Study

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





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

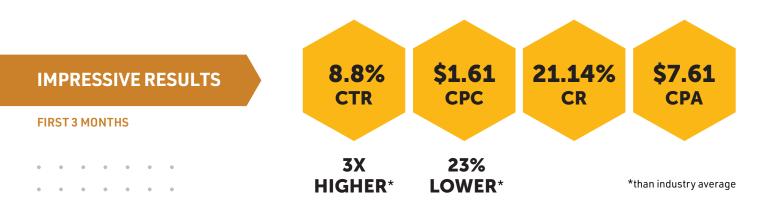
Organic digital marketing efforts weren't driving enough high-intent leads, and the team needed a cost-effective strategy to generate quality conversions without overspending on ads.

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.



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.