

## Case Study

# Leasing Smarter: Google Ads Strategy Delivers 31% Conversion Rate



*Marino*

### CLIENT PROFILE

*The Marino is a 90-unit Class B property in Jupiter, Florida with a convenient location near two major highways. Their target market includes small families, young professionals, and laid-back locals drawn to the coastal lifestyle.*

### CLEAR RESULTS

FIRST 3 MONTHS



### THE CHALLENGE

To keep occupancy up in a competitive secondary market, The Marino needed to maintain strong leasing momentum with a consistent flow of high-quality leads. While the community had solid appeal, existing digital efforts weren't generating enough qualified traffic.

### THE SOLUTION

Launched a Google Ads campaign built to maximize both visibility and conversions using:

- **Polished Audience Targeting**  
Focused on high-intent renters searching in and around Jupiter, especially near major routes like I-95.
- **Ad Copy & Visuals**  
Showcased property's value, beachside charm, and proximity to dining and top-rated schools
- **Landing Page Alignment**  
Ensured ad messaging led to community-specific content, highlighting features relevant to small families and young professionals.
- **Budget Management**  
Smart bidding kept costs down while leads went up.

**7.24%**  
CTR

**\$2.63**  
CPC

**31.45%**  
CR

**\$7.50**  
CPA

**Nearly 2X  
HIGHER\***

\*than industry average

**Drive More Leases Without Wasting Ad Spend**

Let's talk about how our custom Google Ads strategies can help you attract better leads and fill units faster.