



Case & Associates Properties, Inc. is a property management company with a portfolio of nearly 30,000 residential apartment units operating in five states.

# Data-driven insights led to increased leads and optimized spend.

## Challenges

Case & Associates was allocating significant dollars across multiple marketing channels, most notably with ILSs, which was proving unsustainable with a large and growing portfolio.

## Solution

Applying digital strategy and data insights, G5 created and drove traffic to 90 community websites, which rapidly outperformed all other marketing channels.

## Impact

Case & Associates was able to eliminate underperforming ILSs and traditional marketing, resulting in significant cost savings in both marketing staff time and spend.

Learn more at [GetG5.com](https://www.getg5.com)

**+100%**

increase in website traffic  
in just six months

**3X**

the number of new leads  
coming from community  
websites

**\$500K**

reduction in ILS spend

“The results we’re seeing with G5 are amazing. In just six months’ time, our website traffic increased nearly 100 percent and our leads tripled.”

Crystal Tolen,  
Regional Vice President  
Case & Associates Properties, Inc

## ABOUT G5

G5 is a predictive marketing SaaS company that uses AI to empower real estate marketers to amplify their impact in today’s complex digital world. G5’s Intelligent Marketing Cloud delivers unrivaled results through predictive analytics, 1:1 customer journeys, hyper-personalized customer experiences, and continuous spend optimization.