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## G5 Launches New Cross-Channel Spend Optimizer Improving Digital Advertising Performance Up to 25 Percent



BOBBI STEWARD, G5 DIRECTOR OF PRODUCT MANAGEMENT | PHOTO COURTESY OF G5

### CBN Staff Report

G5, a Bend-based real estate marketing optimization company, is launching the Cross-Channel Spend Optimizer, which has shown in soft launches to improve digital advertising performance up to 25 percent and reduce cost-per-click by as much as 15 percent. An integral part of G5 Smart Digital Advertising, the Cross-Channel Spend Optimizer uses advanced multitouch attribution (MTA) to predict best advertising outcomes and automatically allocate daily ad investments across the campaigns, networks and channels that are converting.

G5 launched the Optimizer with a handful of clients, and is targeting January 1, 2020 to migrate the rest of its current client base to this new feature, said Bobbi Steward, G5 director of product management.

"This new technology helps us quickly answer the question, 'Where should I put my next dollar to maximize the effectiveness of my advertising strategy?'" said Marcella Eppsteiner, vice president of marketing for Mission Rock, a G5 client and property management company with multifamily residential complexes across the country. "Instead of guessing where our prospects are in the funnel or which advertising efforts they engaged with, G5 Smart Digital Advertising uses automation to invest our dollars in finding more of the renters who will convert, wherever they are online."

"The Cross-Channel Spend Optimizer predicts where our clients should invest their very next advertising dollar to maximize conversions, and then automatically allocates their budget to the campaigns that are reaching the right prospects at the right time," said Steward. A conversion, she explained, is any form

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## Central Oregon Aviation Industry Flying High Redmond Sees Record Volume, Epic Wins Certification & Pilot Training Sets Pace

Regional Aviation Scene Overview, from a Pilot's Perspective, by CLAY TRENZ

Aviation and associated avionics businesses have ascended to a lofty position as a primary cluster industry in Central Oregon, with the region's enviable annual abundance of clear skies continuing to boost flight training opportunities — in the midst of a national pilot shortage — and manufacturing highlights including Epic Aircraft winning Type Certification.

Redmond Airport (RDM) has experienced a record number of passengers again in 2019, partly boosted by increasingly handling larger jets, and expects the trend to continue over the holiday travel season, while the proposed Bend Airport expansion will be a welcome boon to the local business community.

Increased demand will see Alaska Airlines stepping up its Redmond Municipal Airport presence in a major way in early 2020, with new



EPIC LT-1 | PHOTO COURTESY EPIC AIR

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## Feeling Isolated Working from Home?

### The Collective NWX Offers Community Workspace for All

by RONNI WILDE — CBN Reporter

From home-based entrepreneurs who occasionally just need a place to conduct meetings to start-up businesses searching for a space to set up permanent shop, The Collective NWX offers a lovely locale for independent workers to call home.

Located on the corner of Clearwater and NW Crossing drives, The Collective NWX is on the second floor of the Clearwater Crossing Building and is a co-working space with huge windows and lots of natural light streaming in. With views of the Cascades, Discovery Park and the surrounding neighborhood, The Collective NWX is modern and open in design. The space also has a homey, comfortable feeling, complete with a full kitchen, showers and an inside wall on which to securely hang your bike if needed.

"We are truly a mom and pop organization," said Sara Odendahl, owner/managing partner of The Collective NWX. "That's what sets us apart from the others. We know there are other co-working spaces in Bend, but they have different focuses. Some are tech-

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THE CLEARWATER CROSSING BUILDING | PHOTO BY RONNI WILDE

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filled out or phone call made through G5's digital advertising networks or through a client's website. "The key here is automation, as it is difficult for a human to observe, react and appropriately adjust campaign controls to pace target spend throughout the month to achieve a near-zero result."

The Cross-Channel Spend Optimizer leverages probabilistic multitouch attribution and automation to shift daily campaign spend amounts to the networks (Google, Microsoft and Facebook) and channels (search, display, remarketing and social) that are resulting in the highest number of conversions for each property in a client's portfolio, every single day. "It also paces the client's budget linearly throughout the month to ensure they are reaching prospective renters every day," Steward said.

"The Cross-Channel Spend Optimizer predicts where our clients should invest their very next advertising dollar to maximize conversions, and then automatically allocates their budget to the campaigns that are reaching the right prospects at the right time."

~Bobbi Steward  
Director of Product Management, G5

G5, a predictive marketing software-as-a-service (SaaS) company that uses AI and other emerging technologies to help marketers amplify their impact, focuses on the rental/commercial real estate industry, with clients in three sectors: multifamily, senior living and self-storage. "Our customers expect every advertising dollar to drive maximum return. With Cross-Channel Spend Optimizer, we're launching a major advancement in optimizing advertising efficiency," said Martin Stein, chief analytics officer, G5. "This latest innovation leverages MTA as well as G5 Lead Insights to analyze one billion touchpoints every day to predict and modify the optimal budgets for each advertising network and campaign."

In launching the Cross-Channel Spend Optimizer, G5 called upon collaboration between its engineering, product and advanced analytics teams. "Any work across multiple departments can be challenging, but it allowed for more complex problem solving with some of our smartest minds, resulting in a product that we are all very proud of," said Steward.

The benefits of the G5 Cross-Channel Spend Optimizer are cited as follows:

- **Maximizing ad investments** for clients by automatically allocating spend across the networks (Google, Microsoft and Facebook) and channels (search, display, remarketing and social) producing the highest number of conversions.
- **Dramatically improving advertising performance** by leveraging billions of local data points to continuously evaluate and optimize campaign performance.
- **Orchestrating the most efficient campaign spend** at the right time in the right network and channel, powered by G5's customer journey models and advanced MTA.

"In this age of instant gratification, the best marketers understand that their prospects' expectations have changed, and they need to deploy a strong data-driven strategy that's capable of flexing to reach the right prospects at the right time," said Steward. "With the quantity of data and complexity of the renters' journey, it's often difficult for a marketer to observe, calculate and adjust campaign controls proactively across networks and channels in a meaningful way."

Founded in 2005, G5 has more than 8,000 properties and two million units under management throughout the U.S. and Canada. G5 was named one of the fastest-growing private U.S. companies by Inc. magazine and one of North America's fastest-growing technology companies by Deloitte. Google selected G5 as a Premier Partner in 2016, the first in the real estate industry, and recently awarded G5 a next-level Premier Google Partnership. The company is backed by private equity investor PeakEquity Partners.

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