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.

- **+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

Learn more at GetG5.com