



Established in 1996, Berkshire Communities owns or manages over 70 communities with approximately 24,000 apartment units, located in approximately 20 markets across the United States. Berkshire Communities is one of the largest companies in the multifamily residential space and consistently ranks among the top Apartment Owners, ranking #48 in the 2018 NMHC Top 50.

Berkshire Communities cuts digital advertising costs in half while increasing lease-up move-ins and profits.

Challenges

With continued growth and acquisitions, Berkshire Communities needed to align its digital marketing strategy to its organizational goals in order to reduce lease-up costs, speed up occupancy, and improve user experience.

Solution

G5 developed a flexible digital marketing strategy based on seasonality, occupancy, or inventory that focused on developing floor plan specific digital advertising campaigns, driving move-ins, and improving ROI for lease-up properties.

Impact

Utilizing the expertise of G5's Digital Strategy team, Berkshire Communities effectively drove 203 new leads, 78 tours, and 26 leases that equated to \$500k more in rental income, while decreasing the cost-per-lease from \$1,000 to \$577.

\$500K

Increase in Lease-Up Profits

50%

Reduction in PPC Costs

33%

Closing Ratio

"G5 is able to target the appropriate paid strategy with whatever our business goals are. With G5, we reaped the benefits of working with a devoted team that knew how to increase conversions by pairing keywords specific to each market."

– Brandon Hornibrook,
Internet Marketing Director,
Berkshire Communities

ABOUT G5

As the leader in real estate marketing optimization, G5 is a predictive marketing SaaS company that uses AI and other emerging technologies to help marketers amplify their impact. Through its Intelligent Marketing Cloud, G5 delivers unrivaled performance and scalability through predictive analytics, hyper-personalized customer experiences, and continuous spend optimization.

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