



CASE STUDY

Eight Bay Residential Finds Results
Through LeaseLabs Search Marketer

eight
BAY

the challenge

Prior to working with LeaseLabs, Eight Bay Residential marketed mostly through ILSs and in-house search engine optimization (SEO). While they already had a LeaseLabs website, there was a significant opportunity to enhance their marketing efforts through search.

about eight bay advisors:

- Location: Newport Beach, CA
- Markets: Multifamily
- RealPage Solution(s): LeaseLabs Website and LeaseLabs Search Marketer
- Properties: Rockpoint Apartments, Boulder Canyon and Canyon View



We looked at other vendors, but their approach was cookie-cutter. LeaseLabs really understood our individual properties and provided marketing recommendations catered to our specific needs.

—Maddy Markley, Owner and Principal at Eight Bay Advisors

the solution

LeaseLabs Search Marketer is more than just Pay-Per-Click (PPC) management—it immediately enhances search engine presence and visibility through a balanced approach of paid search, remarketing, and call tracking. Eight Bay Advisors initially tested LeaseLabs Search Marketer on a single lease-up property. With the goal to drive qualified traffic and build awareness around the property and the brand, LeaseLabs implemented several tools and services.

marketing stack



service	goal
Keywords report	Identify highest performing keywords based on the market and competitive analysis
Ads development (with a dedicated landing page based on the property's website and keywords report)	Develop ads that convert and match the keyword strategy while ensuring brand consistency
Bidding strategy using Google machine learning	Target maximum conversion, impression share, or target returns
Call-tracking number assigned to the ads and landing page	Track and monitor conversions
Monthly analysis and fine-tuning on ad copy, keywords, and bidding strategy	Update and pivot based on heat map data and page performance
Continuous testing of campaign structure	Optimize structure and, ultimately, discover hidden yield



the results

70%

higher
conversion rate

35%

less cost
per conversion

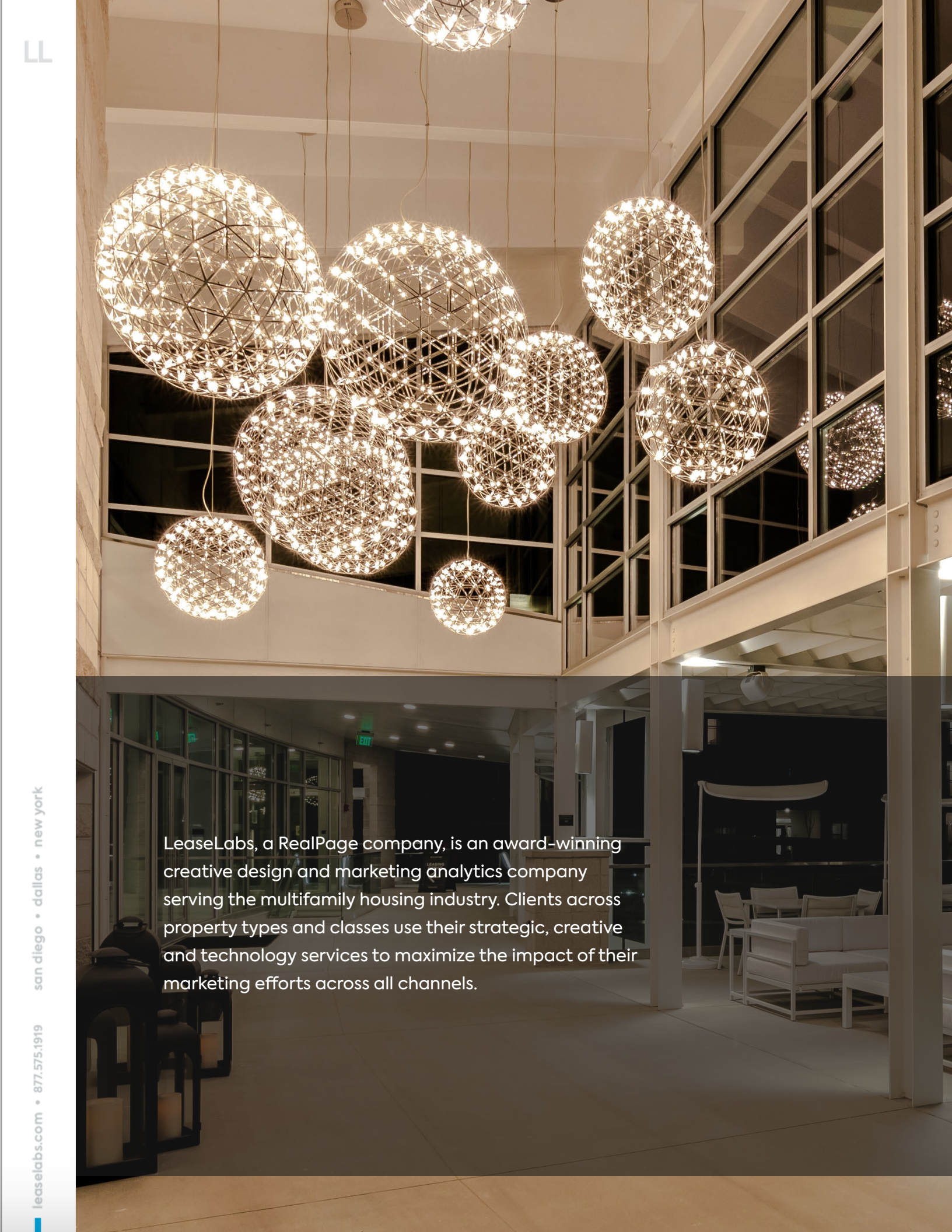
91%

increase
year-over-year
in conversions
at the lease-up
property

“LeaseLabs Search Marketer enables us to get units off the market faster. Before, we had units that might be on the market for over a month. Now, we never get units on the market for more than 15 days anymore.”

—Maddy Markley, Owner and Principal at Eight Bay Advisors

Following the positive results with the initial lease-up property, Eight Bay Advisors added LeaseLabs Search Marketer to two additional properties, with continued success.



LeaseLabs, a RealPage company, is an award-winning creative design and marketing analytics company serving the multifamily housing industry. Clients across property types and classes use their strategic, creative and technology services to maximize the impact of their marketing efforts across all channels.