

INCREASED APPLICATIONS 265% YOY DURING COVID-19 FOR OFF-CAMPUS UNIVERSITY HOUSING COMPANY

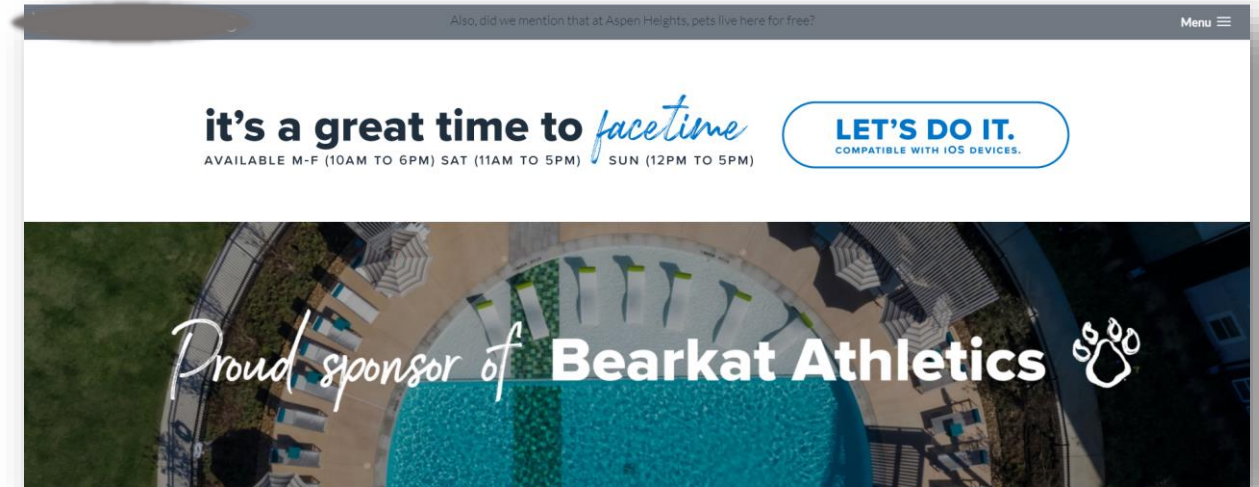
Business Challenges

- Efficiently and effectively manage PPC for 20 properties
- Decrease in students on campus due to COVID-19
- Too many conversion actions at different stages in application journey

(un)Common Approach to PPC

- Restructured each account to improve insights into performance and management
- Iterative messaging testing to identify top value propositions for each property and increase CVR
- Optimized performance toward applications only

(un)Common Results



YoY Cost vs. Applications

