

PROGRESS OVER PERFECTION

The Art of Marketing Analytics

Created for Multifamily Marketing East 2025

Presented by  **Dyverse**



Breaking Free from the Pursuit of Perfection

A lot of marketers feel the pressure of proving everything they're doing is working or into giving simple answers to complex questions. The trouble is, attribution will never be perfect, data is all over the place, and most of the time we don't have all the marketing, leasing, and operations info we need to truly understand what's going on.

Because of these challenges – the unattainable goal of perfect attribution, the fragmented data landscape, and incomplete access to vital information – multifamily marketers often find themselves struggling. This environment of overwhelming reports and disconnected data ultimately hinders our ability to uncover the meaningful insights that lead to real action.

For too long, we've been stuck chasing an unattainable perfection.

But what if the goal was never perfection - what if the real power lies in continuous progress?



The Mindset Shift



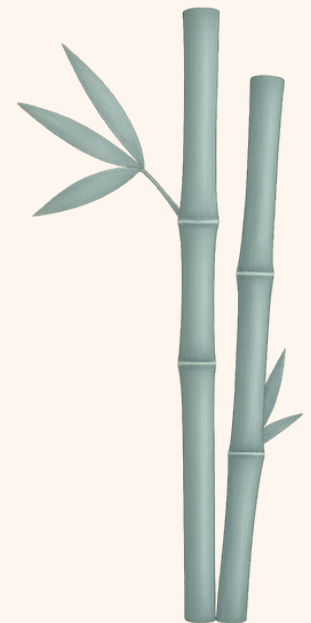
We've All Been in These Conversations

"We've gotta hit our leasing goals fast, but money's tight — how do I justify spending more on ads right now?"

"There's too much data — can someone just tell me if it's working or not?"

"We've been running this for months — where are the results?"

"I just want to see what we're spending — and what we're getting back."



Progress over Perfection

SHIFT FOCUS

from perfect attribution to understanding the synergy of marketing sources.

ADOPT A HOLISTIC VIEW OF MARKETING

marketing, sales, and operations data to identify key issues and opportunities.

TRUE GROWTH

for you and your organization comes from transparency, not just trying to make the numbers always look good.

EMBRACE CONTINUOUS IMPROVEMENT

as the path forward.



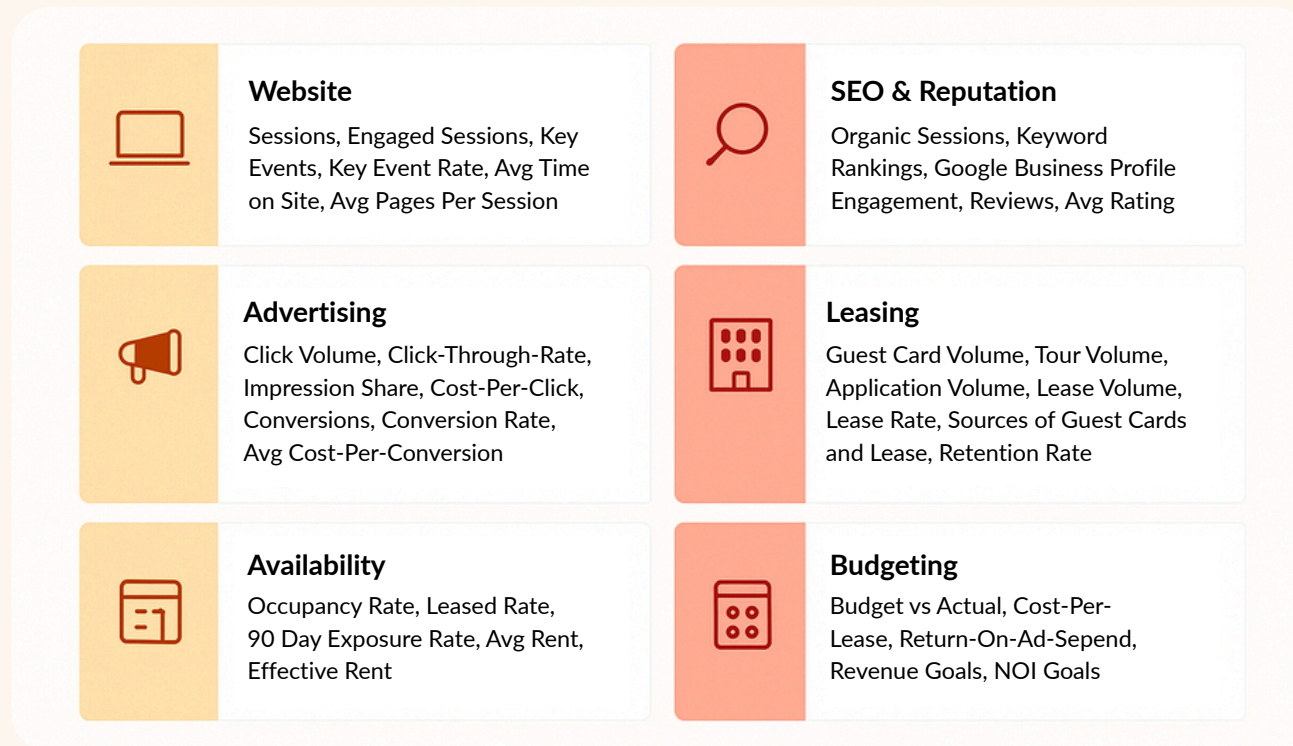
Kaizen

/kahy-zen/

(n.) continuous improvement;
constant effort to be better

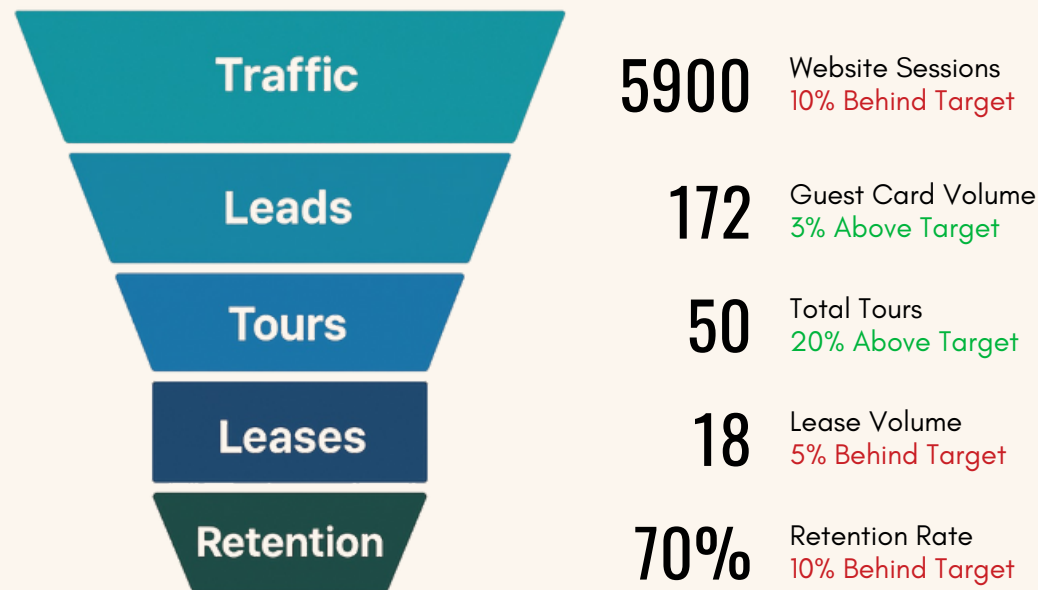
It's All Connected

Every metric across the funnel shapes lead generation, leasing conversion rates, and occupancy. True marketing success is a full-funnel effort.



Full-funnel Clarity

- Utilize KPIs across the entire funnel, not just conversions and cost-per-lease.
- Recognize that complex questions often require nuanced explanations beyond simple metrics.
- Foster growth through transparency and honesty, valuing understanding over inflated numbers.
- Develop into an analyst who can explain and prioritize based on the complete data landscape.

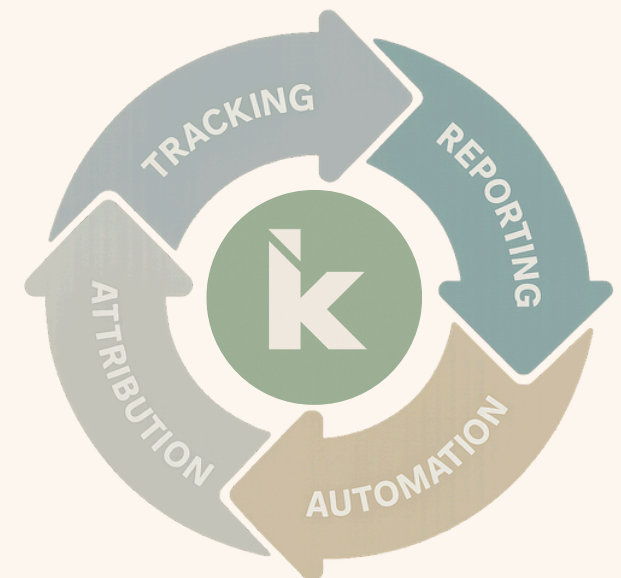


Practical Strategies



Reporting Automation

- Implement a platform that centralizes data and facilitates data-driven storytelling for informed decisions.
- Utilize tools to automate cost-per-lease reporting, budgeting, and market survey analysis.
- Establish simplified, readily accessible reports for quick answers to common questions.
- Understand that true insight often comes from synthesizing information across multiple reports.



Channel vs. Source Attribution

- Acknowledge the complexity of precise individual source attribution due to technology, privacy, and the leasing journey.
- Focus on establishing accurate attribution at the channel or source group level for usable cost-per-lease benchmarks.
- With reliable channel-level cost-per-lease benchmarks in place, you can make informed, data-driven decisions to work towards a better return-on-ad-spend (ROAS).
- Example: At Dyverse, we group website traffic sources (Website, Google Ads, GBP, Organic, Chatbot, etc.) into a channel called "WALL" (Website Assisted Leads and Leases). You can also blend specific sources like Apartments.com with source groups like WALL.

Source Name	Cost	Leases	Cost / Lease
Apartments.com	\$5,500.00	3	\$1,833.33
WALL Sources	\$4,000.00	9	\$444.44
Zillow	\$1,800.00	2	\$900.00
Locator	\$1,800.00	1	\$1,800.00
Referral	\$0.00	1	\$0.00
ApartmentList	\$0.00	0	N/A
Total	\$13,100.00	2	\$6,550.00



Embracing Continuous Improvement

Shift from the pursuit of perfect attribution to a continuous improvement model through benchmarking. Implement these fundamentals to simplify analysis, enhance performance and drive ongoing progress:

- 1 Standardize data tracking and A/B test experimentation across your entire portfolio.
- 2 Evolve slowly towards implementation of improved attribution techniques, avoiding unnecessary complexity and stress.
- 3 Future-proof your marketing with an analytics system for data saving, tagging, and organization, building a foundation for automation and AI.
- 4 Benchmark crucial marketing and leasing metrics over time and across your portfolio to continuously improve efficiency.



Change is inevitable. Growth is optional.

- John C. Maxwell

Learn more about Dyverse and Kyzen Analytics at dyverse.com

