

## **The Terraces of Roseville Report Q2 2024**

### **Leads**

- During Q2, the number of prospects slightly decreased by 5.1% overall, primarily stemming from a drop in website referrals. Additionally, the number of tours, deposits and move-ins followed suit, all revealing a similar negative trend. This decline could be linked to ISL opening another community in the same vicinity, which likely fragmented the market and reduced overall engagement. Because of the additional competition from the other communities nearby, the lead volume was impacted.
- With a rate of around 26%, the prospect-to-tour rate declined by 29.3% QoQ, attributed to a 32.9% drop in the number of tours. This falls below the consistent 35-40% conversion rate that has remained over the past year.

### **Website**

- The total number of users, sessions and views slightly decreased over the quarter; however, the engagement rate and conversions increased (3.3% and 48.2%, respectively).
- The Google advertising campaign accounted for 48% of all users and 45% of total sessions, with google organic searches also generating the second-largest amount of traffic. Likewise, the platforms that had the highest number of sessions and total users also produced the most conversions.

### **Advertising Campaign**

- Both the property website and Google Ads have generated fewer prospects than the paid referral sites, such as A Place for Mom and Caring.com.
- While the Google Ads Clickthrough Rate and number of clicks decreased for this quarter, the count of conversions rose by 8.6%. This indicates that the campaign is becoming more efficient, with users showing a higher likelihood of engagement.

### **Recommendations**

- Continue to prioritize the Google Ads campaigns, as they have yielded the highest number of conversions through the property website, with conversion rate efficiency showing improvement this quarter.