

Marketing Metrics:

What To Track & Strategies in Action

	Website & Digital Traffic	Inquiry Volume & Lead Sources	Tour & Event Conversions	Sales Funnel Progression	Occupancy & Move-ins/Move-outs	Reputation & Engagement Signals
What to Track	New users vs. returning users, top referral sources, time on site.	Calls, form fills and walk-ins.	Initial vs. subsequent tours & event attendance.	Inquiry → Tour → Deposit → Move-in conversion rates.	Net occupancy trends.	Online review volume, ratings, social engagement and email open rates.
Trends to Watch	When organic traffic spikes after publishing a blog or launching a social campaign, tools like Google Analytics help reveal what's resonating.	A referral program driving high-quality inquiries or underperforming PPC campaigns.	Low tour numbers, low attendance rates.	Tours are being booked but deposits lag.	Understanding capacity trends and availability helps leadership plan staffing, optimize apartment availability and forecast revenue.	A dip in online reviews or engagement.
What to Do	Review bounce rate and conversion rate alongside that traffic. Prioritize high-performing content, refine messaging or reallocating paid media.	Review inquiry data alongside marketing reports in real time, and adjust campaigns quickly—double down on high-performing sources and course-correct underperforming ones.	Outreach for first to second tour conversion, optimize event timing or personalize outreach to improve conversion.	Review follow-up activity and timing. Communities with slower turnover may track deposits monthly, while faster-paced communities gain actionable insight from weekly tracking.	Adjust marketing to respond to open inventory. Weekly tracking is most valuable for communities with higher turnover; low-volume communities may use monthly updates.	Initiate a community-wide communications, staff recognition programs or enhanced resident experiences.