

CASE STUDY

HAWKSEM



**Tricon Residential Partners with HawkSEM
to Hit Occupancy Goals & Scale Business
Through Strategic Paid Search**

INTERNATIONAL REAL ESTATE RENTAL AGENCY CASE STUDY



About Tricon Residential

Tricon Residential's mission is to help people find the home they'll love through an effortless, exceptional renting experience. The company offers well-located single-family, community, and multi-family apartment homes near schools, offices, and recreation areas, along with maintenance and repair services as needed at no extra cost. Currently, Tricon Residential has locations in Canada and more than two dozen U.S. states.

The Goal

Tricon Residential was looking to improve occupancy goals across its real estate portfolio including its single-family rental communities and scattered site homes in the U.S., as well as its multi-family rentals in Canada.

The Challenge

The Tricon team's paid search initiatives needed to be amplified in order to meet and scale occupancy goals for the company.



The Year-Over-Year Key Results



122%

increase in
self-tours

389%

increase in
showing requests

279%

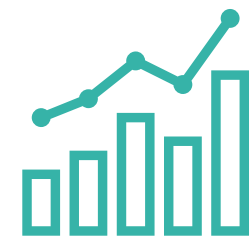
increase in
applications

The Solution

After digging into Tricon Residential's account and current paid search efforts, we prioritized implementing the latest proven best practices in Google Ads. This included conducting keyword reviews, making ad copy optimizations, adjusting conversion actions, and consolidating campaigns and/or ad groups.



We worked with the client to determine what their most important conversion actions are to be able to optimize toward key business goals as much as possible.



Our team customized our PPC approach based on where the greatest need lies, as it varies by month and region.



We regularly conducted A/B testing to ensure our campaigns were reaching the right audiences at key moments with the right messaging.



The Impact

Along with the business goal-oriented results above, both the Tricon and HawkSEM teams were thrilled with YoY Google Ads metrics, including:

- ✓ **An increase of 287% in core conversions** for single-family rental community accounts
- ✓ **More than a 4X increase in click-through rates,** over a **1,100% increase** in core conversions, and an 89% decrease in CPA in Tricon's National account
- ✓ **A 633% increase in core conversions in Canada** while cutting CPA by more than half (63%)

Ready to See Real Results?

Connect with us to get started on your own
marketing success journey.

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