



## PAY PER CLICK SERVICES WITH THRESHOLD

Pay Per Click (PPC) advertising through Google Ads or Facebook can generate considerable targeted traffic, often for just pennies on the dollar. Threshold designs programs that drive more traffic and warm leads to your website. We'll get your campaigns up and running quickly, maintain your performance, and improve results through ongoing analysis and adjustments. Along the way, our Certified Google Ads experts actively manage your campaigns to ensure success.



### WHAT WE OFFER



#### Google Ads Account Set-up

Our Certified Google Ads experts will start you off on the right foot and set you up for future success.



#### Sophisticated Audience Targeting

We'll help you reach the right people with the right message at the right time.



#### Ad Design and Copywriting

Our creative team will design engaging ads that capture your audience's attention and drive clicks.



#### Transparent Reporting and Analytics

With monthly reports and 24/7 access to ThreshBOARD, our proprietary analytics dashboard, we'll help you track your results and recommend strategies for improvement.

### KEY BENEFITS

- Increase brand recognition
- Boost traffic to property websites
- Engage prospects from the very beginning of their housing search process
- Stay top-of-mind for prospects who have already visited your site
- Measure lead generation clearly and reliably
- Enjoy fine-tuned control over advertising costs

PUT US TO  
WORK FOR YOU!



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## WORK WITH CERTIFIED EXPERTS

Whether you're launching a Google Ads campaign or targeting users on Facebook, we have proven expertise you can rely on. With a Google Premier Partnership and Facebook media certifications, our digital team will leverage exclusive resources and insider information that helps your campaigns succeed.

## GENERATE HIGH-QUALITY LEADS

PPC ads target consumers who are already looking for what you offer. We'll help you launch and manage strategic campaigns that generate warm leads who are already likely to convert, maximizing conversion rates and delivering impressive results.

## MAKE AN IMPACT, FAST

PPC ads are poised to deliver immediate results, including increased website traffic, leads, and ultimately, revenue. We'll work with you to launch campaigns that make an impact quickly and efficiently, then continue to drive results over time.

### CASE IN POINT

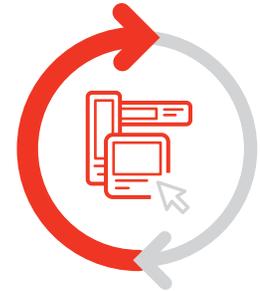
A student housing property came to Threshold 40% leased at the start of the summer. After launching a multi-channel PPC campaign with us, their occupancy rose to 85% and climbing.

Over 3 months, we drove 222 conversions at 75% less spend than the Google market average.

Traffic from PPC ads

# 50%

**more likely to  
result in a conversion**  
than organic web traffic



The average business makes

 **\$3** Revenue for every  
**\$1.60** Google Ads spend

Threshold clients experience an average of

**87%** Higher **Click Through Rates**  
**54%** Higher **Conversion Rates**

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