



Transforming Lead-to-Lease Performance via Marketing as a Service (MaaS)

Unifying the renter journey for 200+ communities through Salesforce Marketing Cloud integration, AI orchestration, and closed-loop attribution.

Overview

We deployed a comprehensive Marketing-as-a-Service (MaaS) model, migrating the client from HubSpot to a unified Salesforce Marketing Cloud (SFMC) and Sales Cloud ecosystem.

- Reduced the time-to-launch for new property microsites from weeks to just 3–5 days using standardized templates and pre-integrated data layers.
- Implemented an AI-powered orchestration layer and closed-loop reporting to track the entire renter journey, enabling data-driven budget reallocation and higher lease conversion rates.



Client Profile

A leading experience-centric real estate enterprise in the United States, managing a diverse portfolio of over 200 multifamily communities. The client focuses on delivering premium residential experiences through integrated capabilities in property development, leasing, and community management.

Challenges: Fragmented Journeys and Data Silos

The client's marketing operations were hampered by technical debt and a lack of centralized control:

- **Fragmented Tech Stack:** Inconsistent tracking across HubSpot, point tools, and individual property websites led to broken renter journeys.
- **Slow Speed-to-Market:** Launching new property microsites or rebuilding campaigns was a manual, weeks-long process.

- **The Attribution Gap:** A lack of connectivity between marketing and leasing data meant there was no way to link an ad click to a tour or a signed lease.
- **Inconsistent Brand Governance:** Property-level teams often ran local campaigns that deviated from portfolio-level brand guardrails.

Marketing-as-a-Service (MaaS) Orchestration

We deployed a centralized MaaS model designed to unify the "Lead-to-Lease" lifecycle. By integrating SFMC with Sales Cloud, we established a single source of truth for both marketing and leasing teams.

- **Enterprise Migration:** Seamlessly migrated all journeys, templates, and data from HubSpot to SFMC, creating a scalable foundation for automated campaigns.
- **AI-Assisted Orchestration:** Introduced an intelligent layer to analyze trends and coordinate cross-channel execution (Email, SMS, Push, and Social). This layer recommends target segments and optimizes message delivery timing.
- **Personalized Renter Journeys:** Built flexible message composition modules within SFMC's Journey Builder, allowing for highly personalized communication across SMS, WhatsApp, and email based on the renter's specific stage (e.g., post-tour follow-ups).
- **Closed-Loop Analytics:** Developed an analytics layer using Tableau and SFMC Intelligence to link media performance directly to bottom-line results like tours booked and leases signed.

Technical Highlights

- **Template-Driven Microsites:** Standardized CMS-driven microsites that launch in days with pre-configured tracking and CRM integration.
- **Cross-Channel Coordination:** Automated synchronization between digital ads and personalized nurture streams to ensure a consistent message.

- **Real-Time Portfolio Dashboards:** Unified reporting for regional leaders to benchmark property performance and shift budgets to high-yield channels in-period.
- **Intelligent Targeting:** AI-driven analysis of renter behavior to surface high-intent leads for immediate leasing team outreach.

Impact

- **Rapid Deployment:** Reduced property microsite launch time to 3–5 days, enabling the client to capture market demand faster.
- **Total ROI Visibility:** Closed the loop from ad spend to lease, allowing marketing teams to eliminate waste and double down on successful channels.
- **Conversion Lift:** Personalized, automated journeys delivered significantly higher tour-booking rates compared to previous batch-and-blast email strategies.
- **Operational Agility:** Real-time dashboards replaced static monthly reports, giving regional leaders the visibility to manage communities proactively.
- **Brand Consistency:** Centralized governance ensured that all 200+ communities adhered to portfolio-level standards while maintaining local relevance.