

Portfolios Can Generate Demand in Three Ways. One Approach Stands Apart.

Upgrading ILS packages to bundle-in ads or running traditional PPC campaigns can drive demand and generate leads for your communities. But only one approach can scale across your portfolio **by matching advertising dollars to real-time availability and proactively adjusting campaigns to changing exposure.**

	ILS Ad Packages (Bundled with platform)	Traditional Ad Agency (Outsourced or In-House)	Predictive Advertising (RentVision)
Who Controls the Ads	ILS platform	Agency or in-house marketing team	Automated, predictive system—with human oversight
Ad Channels Used	ILS network + limited Google/Meta extensions	Google, Meta, YouTube, Bing, etc.	Google, Meta, YouTube, Bing (aligned with vacancy)
Where Paid Traffic is Directed	ILS Platform (competing with other listings)	Community Website (you own renter experience)	Community Website (you own renter experience)
Targeting Depth	Broad audience interest—top of funnel only	Keyword / audience targeting	Keyword / audience targeting + floorplan specific campaigns
Lead Quality	High volume of unqualified renters	Targeting the right renters	Targeting the right renters, at the right time
How Budget Is Allocated	Fixed monthly spend, adjusted manually	Fixed spend, adjusted manually	Dynamic spend, aligned with forecasted vacancy
What Triggers Spend Adjustments	Human oversight	Human oversight	Forecasted vacancy (from PMS) + organic demand
Responsiveness to Vacancy Changes	Low Not impacted by vacancy	Moderate Based on frequency of manual campaign adjustments	High Campaign spend & targeting adjusted 3x daily
Transparency Into Spend	Limited Bundled reporting	Moderate Depends on reporting discipline	High Clear visibility into where spend is allocated
Risk of Wasted Spend	High Spend continues regardless of occupancy	Moderate Depends on oversight	Low Spend contracts as occupancy increases
Scalability Across Portfolios	Linear cost growth	Labor-constrained	Software scales with portfolio
Operational Impact on Your Team	Low control, low involvement	High involvement	Low involvement
Management Fee Structure	Flat-rate / bundled	Percentage-based fee on ad spend	Flat-rate management fee, regardless of spend
Primary Strength	Simplicity & bundled exposure	Hands-on flexibility & manual control	Efficiency & vacancy-driven precision
Primary Limitation	Paying for exposure, not actual leasing needs	Paying for labor, slow to respond to vacancy shifts	Requires trust in automation logic
	<p>You pay for exposure. Not outcomes.</p> <p>ILS ads keep renters on the platform where they're comparing you against competitors and your own listings. Spend runs on a fixed schedule whether you're full or facing vacancy, with no mechanism to turn it off.</p>	<p>You pay for people. Not predictability.</p> <p>Adjustments wait on meetings, approvals, and bandwidth—not before demand changes. Reporting visibility and communication varies, and outcomes are only as good as the team managing your account.</p>	<p>You pay for results. Only when you need them.</p> <p>Spending is aligned with each community's upcoming vacancy —so every dollar works toward generating the right leads at the right time, saving money when occupancy is strong.</p>



Ready to see Predictive Advertising in action?

Discover how advertising can **automatically adjust to upcoming availability** – and start investing based on future vacancy, not past performance.