



**15%**  
**OF YOUR  
AD SPEND  
IS DOING  
NOTHING**



See how **Predictive Advertising**  
saved Thrive Communities  
**\$158,560** in six months  
by spending *smarter* 

# What if your next leadership meeting was about **how your ad strategy prevented 15% of wasted spend**—not why your budget keeps growing?

Predictive Advertising directly integrates with your PMS to put your portfolio ahead of demand, automating ad decisions daily for every community and bedroom based on future vacancy. In 6 months, it made 567,673 automatic performance adjustments across Thrive Communities' 100+ properties to save \$158,560, or 15% of their ad budget. Here's how:

## PMS integration enables ads to work ahead of upcoming vacancies.

Before occupancy slipped in December at the Excelsior Apartments, Predictive Advertising had automatically adjusted its campaigns and budgets **in advance** to restore occupancy back to 96% by January.

REALPAGE

Rent Manager

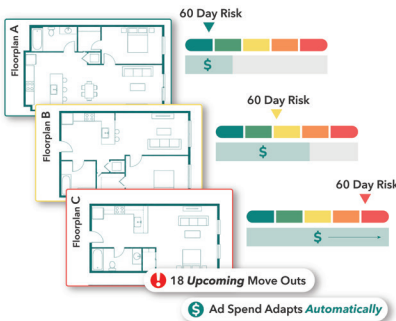


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## Spend aligns with what's coming—and falls before it's wasted.



Over six months, Predictive Advertising made 69 automated budget adjustments based on Excelsior Apartments' forecasted vacancy. Those decisions **saved \$4,546.28 in ad spend**—because it wasn't needed.

## Budget moves to the platforms where renters are actually looking.

In the same period, Predictive Advertising shifted Excelsior Apartments' budget 270 times between major ad platforms—Google, Meta, and Bing—*based on real renter behavior*, not just cost or volume.



## Every floorplan gets its own ad budget and placement.



Finally, Predictive Advertising made 5,811 automatic floorplan-level budget changes, directing spend precisely to where Excelsior Apartments needed leases next. As a result, occupancy remained *at or above target* throughout the 6-month snapshot.

That's what **Predictive Advertising** did at one community in six months. Multiplied across Thrive Communities' 100+ properties, it made **567,673 automatic performance adjustments** to align ad spend with real upcoming demand.

**4,242**

Times spend matched to upcoming **community** vacancy

**22,185**

Times spend shifted between platforms based on real renter activity

**541,246**

Times spend matched to upcoming **floorplan** vacancy

Across 100+ properties, Thrive Communities saved **\$158,560—15% of their ad spend**—in six months.

See what **Predictive Advertising** can do for your portfolio →





# The Only Advertising Solution Built for *Portfolio-Scale*

Trusted by Leading Multifamily Portfolios



	Traditional PPC	Predictive Advertising
Integrates with your PMS?	<b>✗</b> Operates independently from your PMS	<b>✓</b> Reads each community's upcoming move-ins and move-outs
What triggers changes?	<b>✗</b> Manual reviews of last month's reports	<b>✓</b> Forecasted community + bedroom vacancies from PMS
Adjusts automatically?	<b>✗</b> Requires human oversight and bandwidth	<b>✓</b> Spend, platforms, and campaigns adjust 3x daily
Saves money when occupancy is strong?	<b>✗</b> Depends on how closely it's managed	<b>✓</b> Spend contracts automatically as occupancy rises

With **Predictive Advertising** you pay for results.  
Only when you need them.

See why **Predictive Advertising** stands apart from other lead generators. →

