

What Paid Media Actually Converts Right Now

Real Multifamily Campaign Breakdowns — 2026 Edition

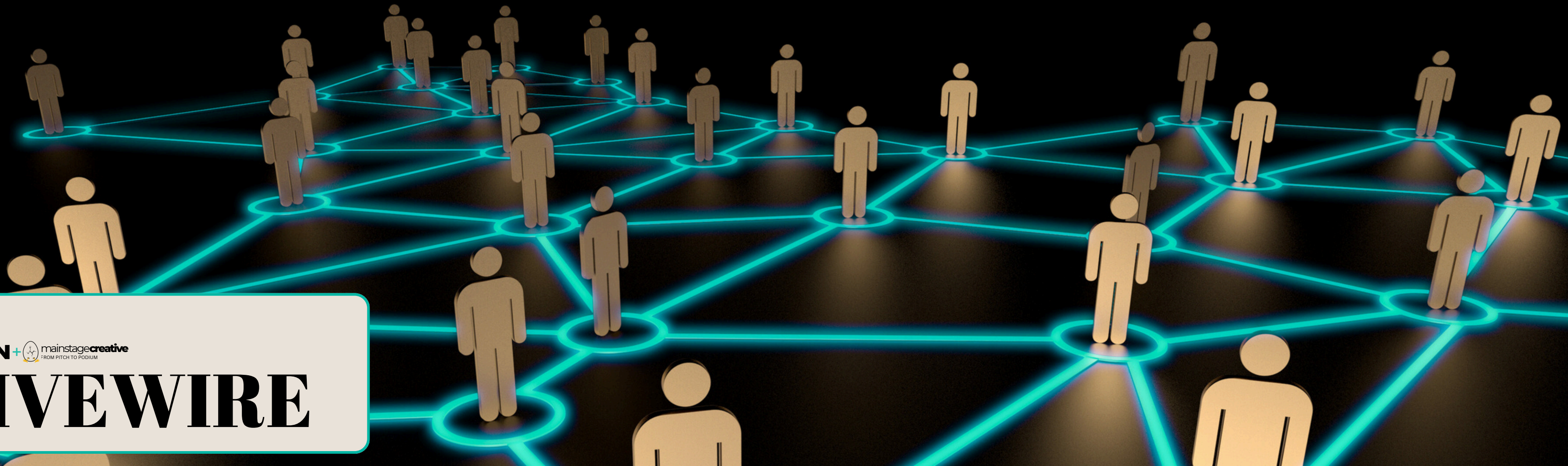
presented by



Siobhan Park



Emma Mae Sheddy



MMN+ mainstagecreative
FROM PITCH TO PODIUM

LIVEWIRE

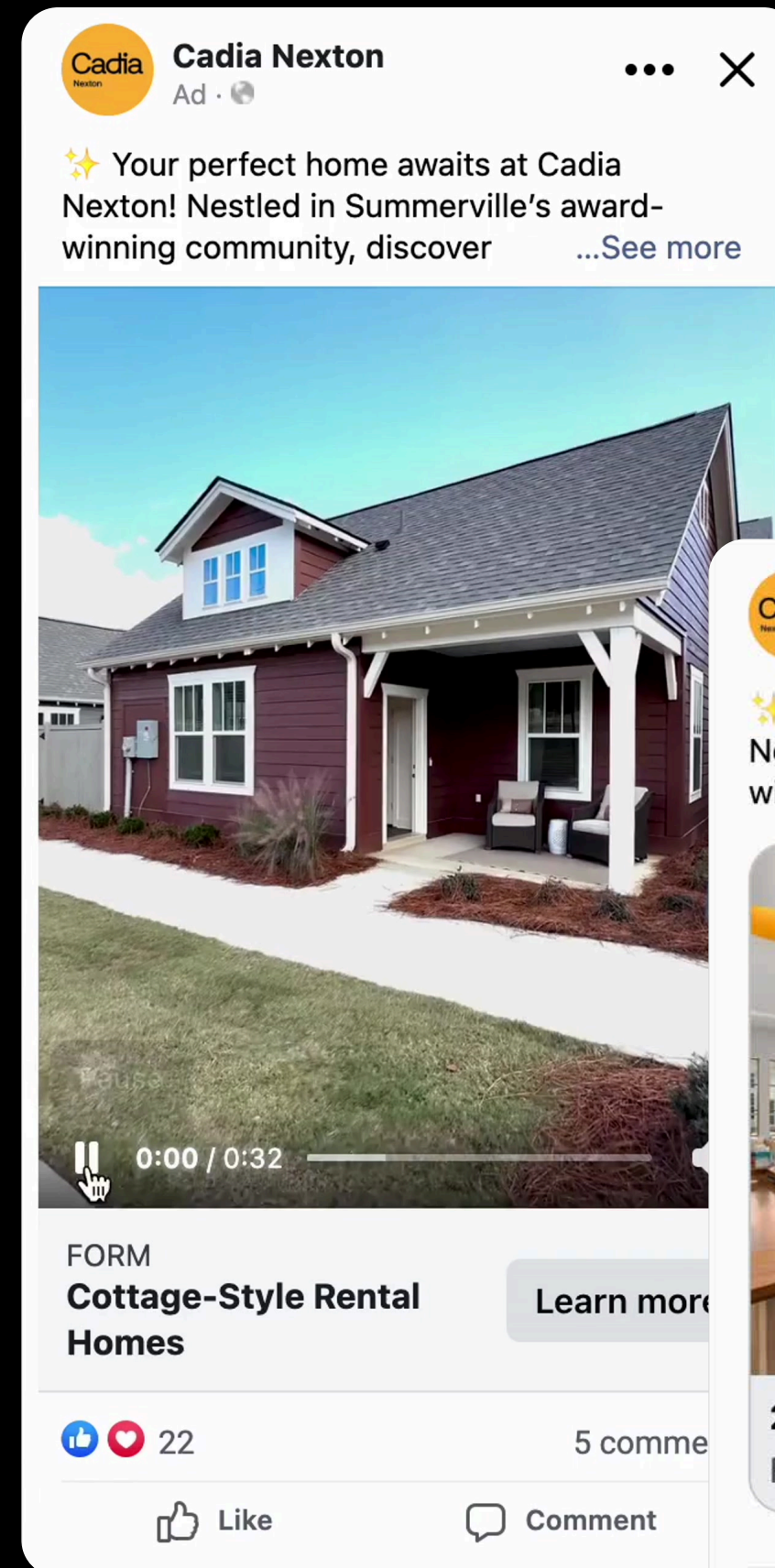
Social Ads

April 2026

\$210. 66 Leads. Here's Exactly How.

We ran two formats head-to-head: a short video ad and a carousel.

Same community, same budget window, same audience.



Cadia Nexton Ad · 🌐

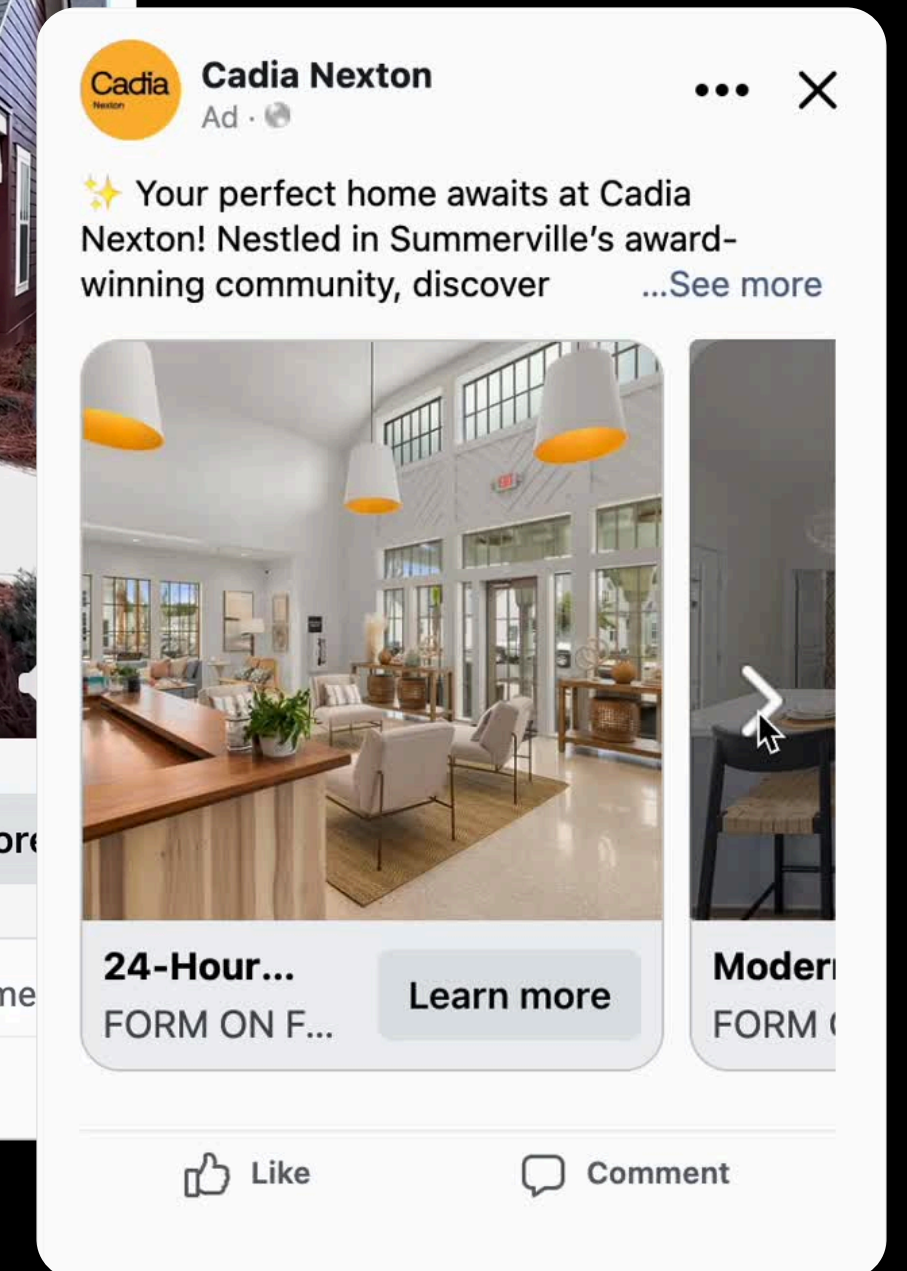
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0:00 / 0:32

FORM
Cottage-Style Rental Homes [Learn more](#)

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Modern
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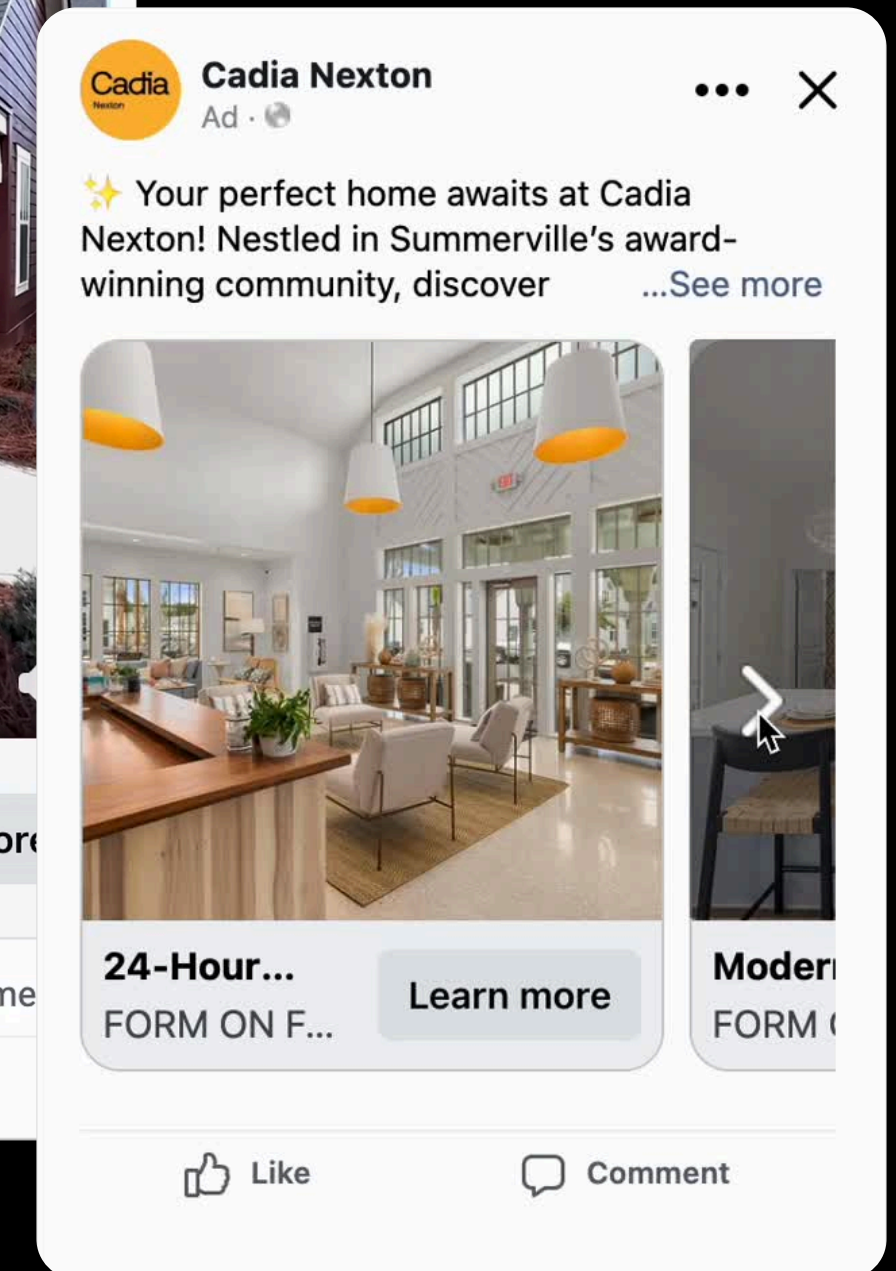
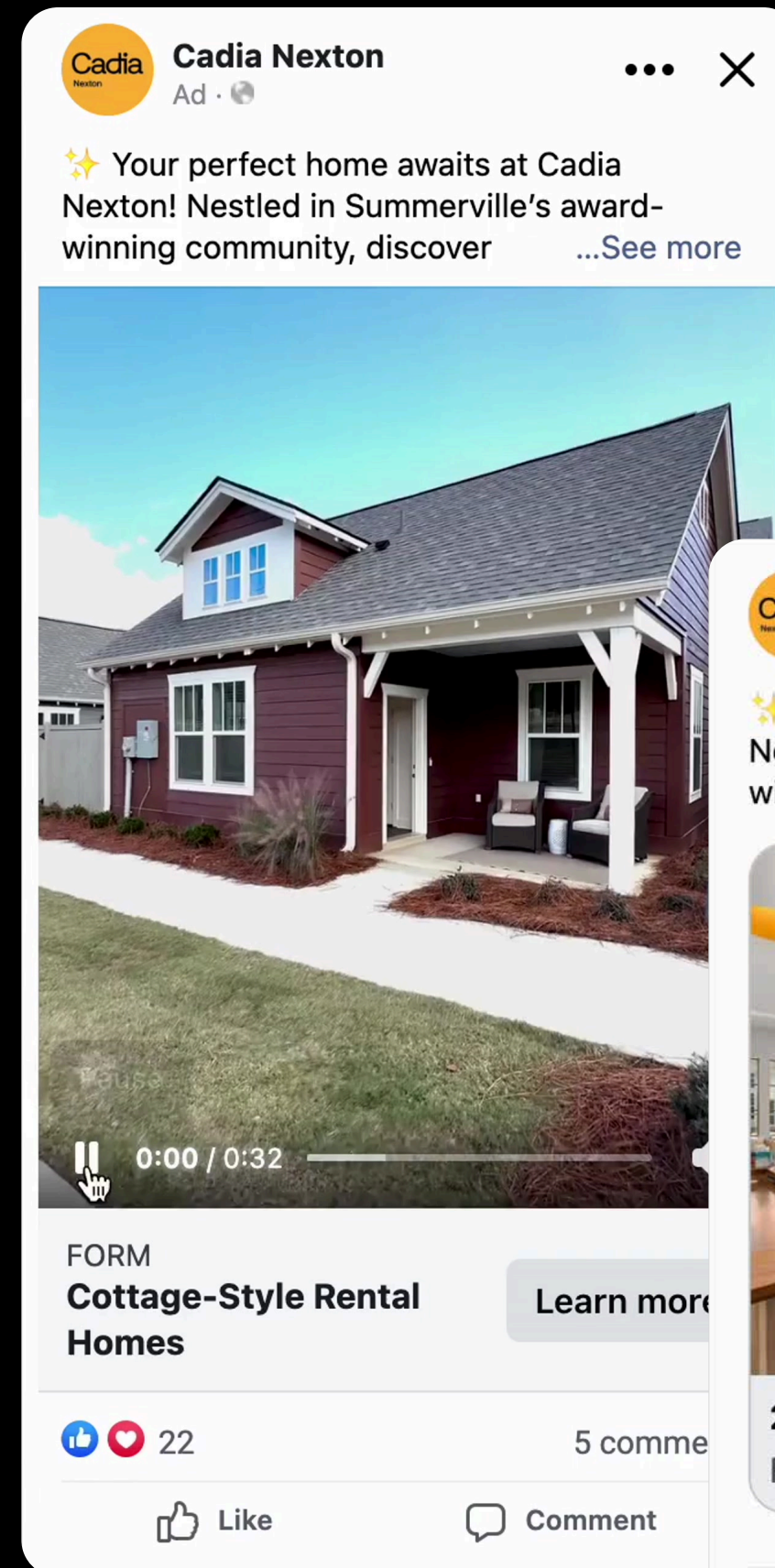
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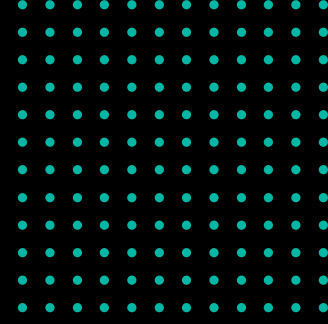
Carousel Ad Results:

- 7 leads, \$5.96 cost per lead
- 3.79% CTR, \$41.71 spent

1 BR Video Ad Results:

- 57 leads, \$2.80 cost per lead
- 9.88% CTR, \$159.62 spent





What Makes a Winning Social Ad in Multifamily?

Hook in the first 2 seconds.

- *Show the best shot of your community immediately, no logo, openers, no slow plans. Stop the scroll first.*

Shoot on-property, not stock images.

- Caption everything.

One CTA, not three.

Match the form to the platform.

Performance Max

April 2026

What Happens When You Give Google Nothing to Work With

PMax is one of the most powerful campaign types Google offers — when you set it up right. This campaign had the budget. It didn't have the inputs.

RESULTS:

- \$754 spent
- 9 conversions
- \$83.78 cost per conversion
- 0.15% conversion rate
- 52.73% interaction rate



MMN + mainstagecreative

LIVEWIRE



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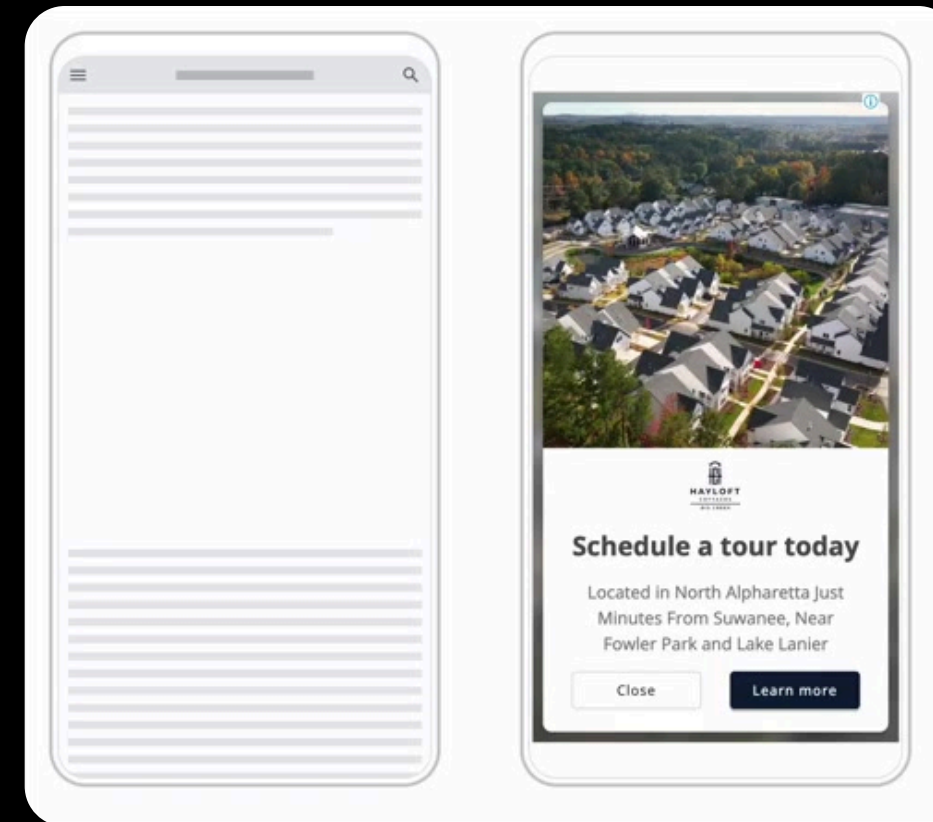
Performance Max

April 2026

Same Campaign Type. Half the Cost. Here's the Difference.

These two campaigns ran the same way the previous property did — Performance Max with similar budgets.

But these had video assets, audience signals, and search themes in place. The results aren't close.



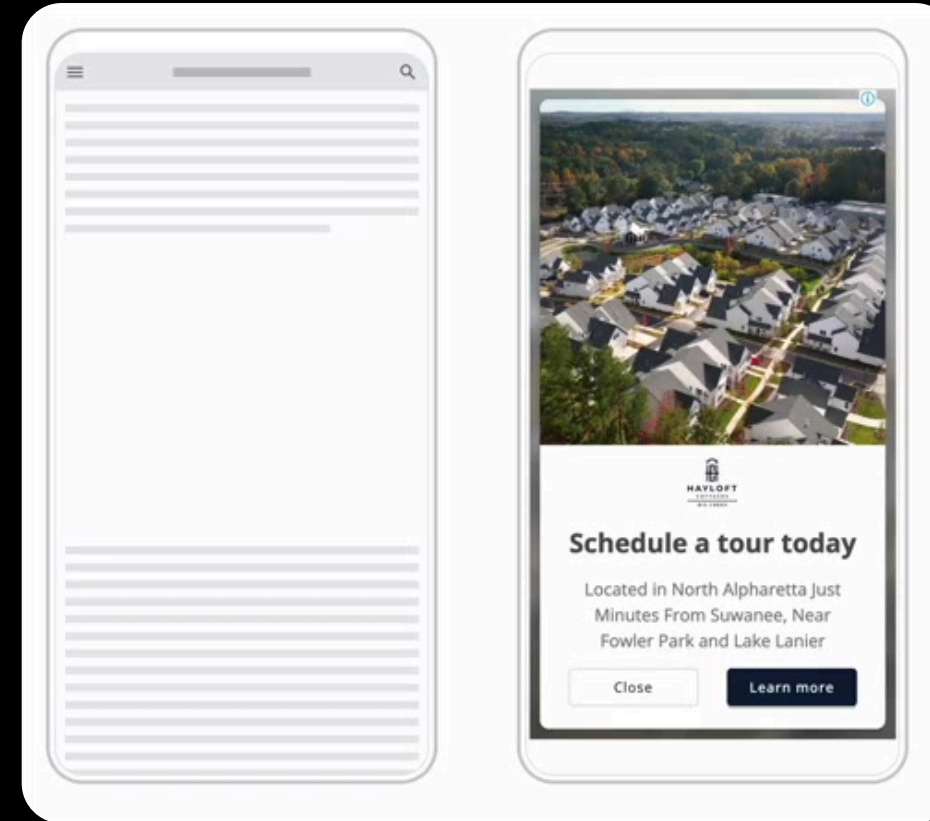
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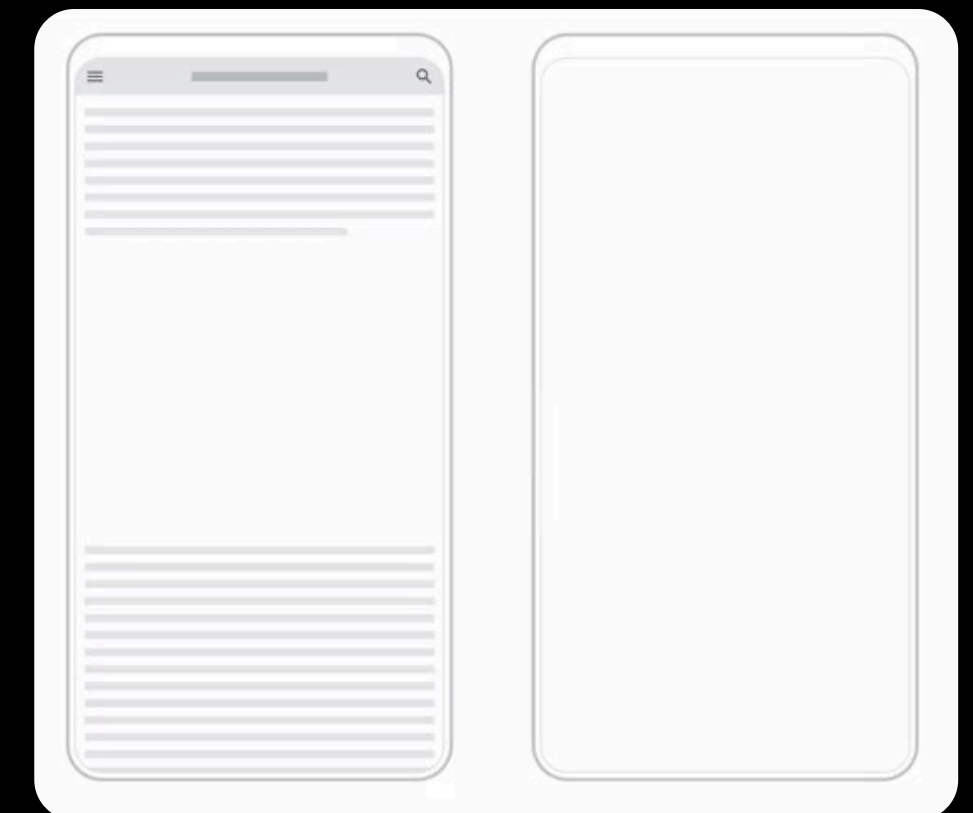


Property 1:

- 24 conversions
- \$18.84 cost per lead
- 17.70% CTR
- 5.94% conversion rate
- \$452.22 spent

Property 2:

- 15 conversions
- \$19.47 cost per lead
- 9.62% CTR
- 2.80% conversion rate
- \$292.12 spent



Google Ads (Search)

Q1 2026

Why We Stopped Bidding on "Apartments in Katy, TX"

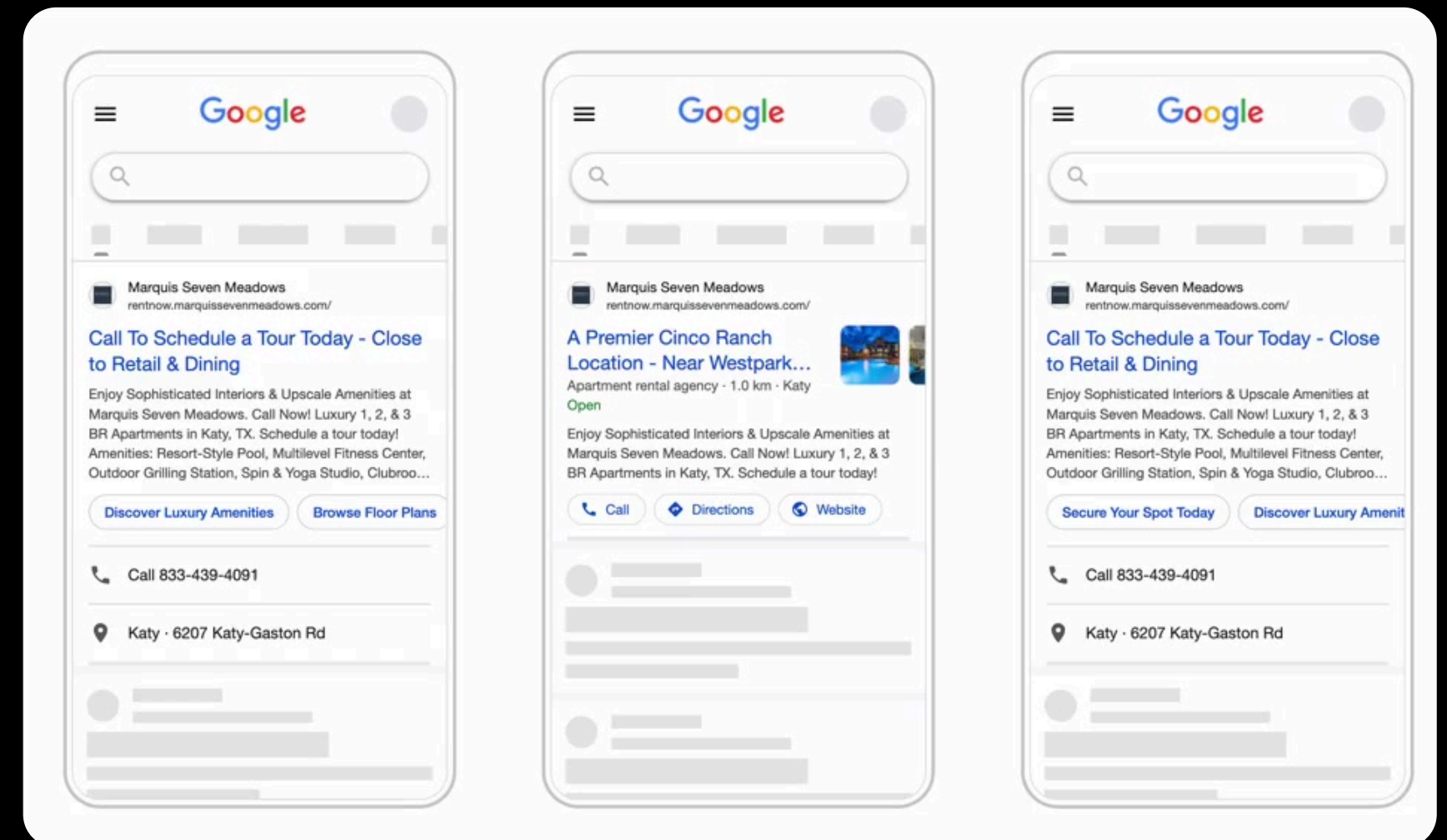
In February, we split the campaign — pulling budget away from Katy, TX, and into Cinco Ranch specifically.

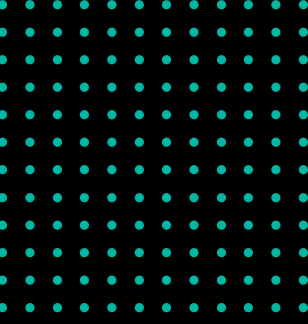
RESULTS (full quarter):

- 104 conversions | \$53.91 cost per lead
- 5.18% conversion rate | 3.76% CTR
- \$3.28 avg. CPC | \$5,606.86 spent

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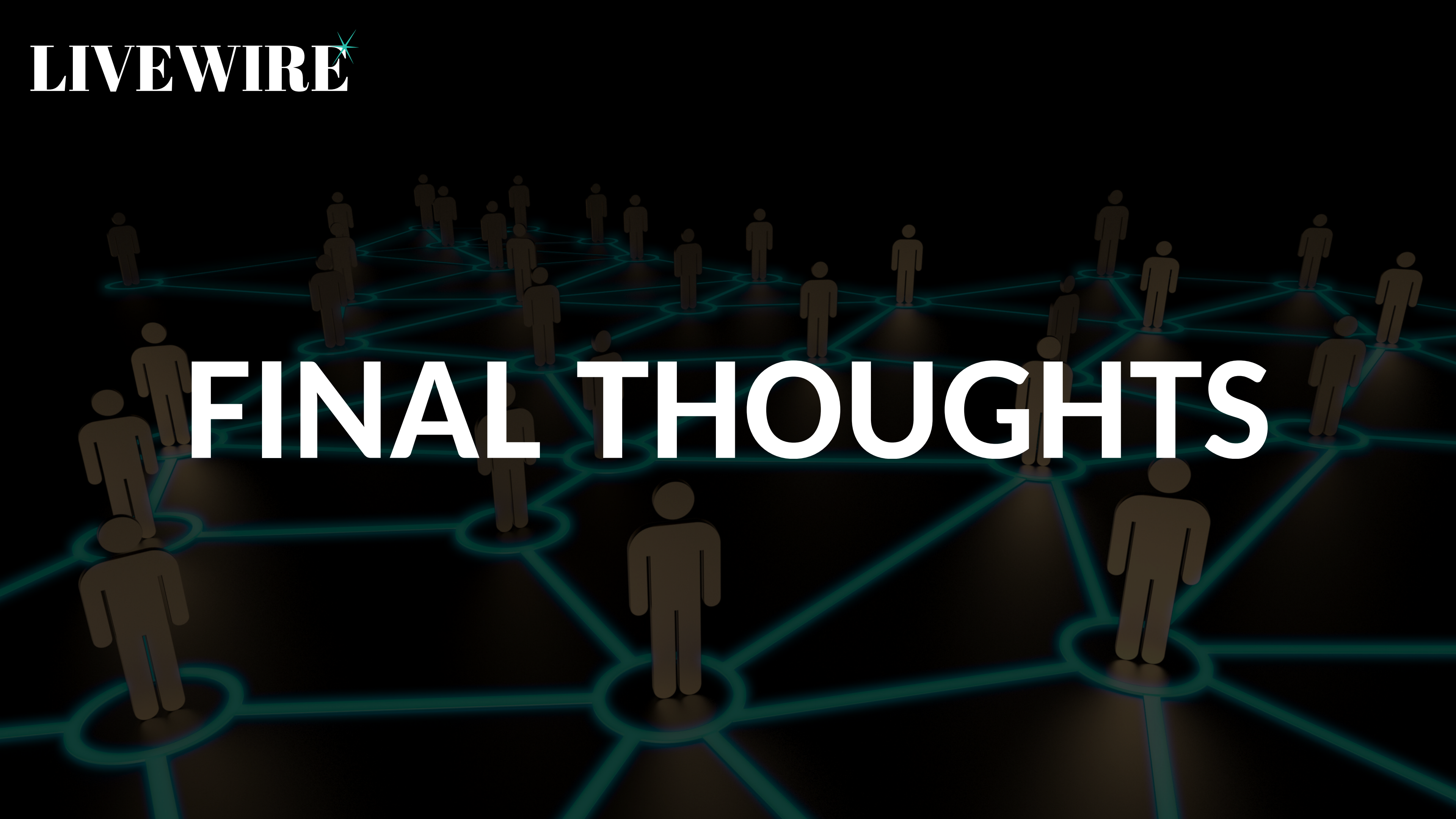
The Pattern Across Every Campaign

- Video earns the scroll on social; static doesn't.
- PMax is only as smart as what you feed it — without video, signals, and search themes, Google guesses.
- Search intent is your best filter — specific keywords reach people who've already decided where they want to live.

Campaign	Type	Spend	Conversions	Cost Per Lead	CVR
Cadia Nexton	Social Video	\$159.62	57	\$2.80	—
Cadia Nexton	Social Carousel	\$41.71	7	\$5.96	—
Preserve at Heartwood	PMax	\$754.00	9	\$83.78	0.15%
Hayloft Big Creek	PMax	\$452.22	24	\$18.84	5.94%
Tides at River Rapids	PMax	\$292.12	15	\$19.47	2.80%
Marquis Seven Meadows	Search	\$5,606.86	104	\$53.91	5.18%

LIVEWIRE

FINAL THOUGHTS





Session Wrap-Up



Video wins on social. Scrollers don't read — they feel. A short walkthrough outperforms static creative every time because it lets prospects visualize the space before they click.

PMax needs to be fed. No video assets + no audience signals + no search themes = Google guessing. The algorithm rewards preparation. Give it the inputs, and it delivers.

Specificity beats volume in search. Bidding on a neighborhood beats bidding on a city. Higher-intent searches reach people who've already decided where they want to live — and your leasing team notices the difference.



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