

# Dashq

For Marketing



# DashQ for Marketing

Optimize your rental marketing funnel and generate more quality leads



Ultimate visibility into your marketing funnel

View your top lead sources and compare leads by source, city, and property without the spreadsheets.



Reporting made easy

All your marketing data unified in one place. Craft accurate, detailed marketing reports in minutes and prove the marketing impact with ease.



Track and optimize marketing campaigns

Track everything from calls to emails in real time. Find your best performing promotions, sources and ILS channels and crush your ROI goals.



More MQLs with personalized marketing emails

Segment your leads by budget, preferences, and more and re-engage silent leads with personalized emails that speak to their needs.

# Personalized Marketing Emails that Win Leases

Powered by DashQ Segment

2

Define segments based on your marketing strategies. Leads meeting your defined criteria will be auto-added to each segment.

4

Target the right people with personalized promotions and see more leads booking appointments.

Create rich lead profiles in DashQ, capturing budget, favorite units/buildings, preferences, move-in date and more.

3

Segments auto-sync with your email marketing platform to give you always up-to-date email lists. No more CSV uploads.

5

DashQ removes new residents from marketing lists and handles unsubscribed users automatically. So your lists are always clean.



# Personalization Pays Off





Up to

50% lower

acquisition costs

30% increase

in marketing ROI

A/B testing

Meaningful

and marketing experiments

# Examples

# **Objective:**

Increase occupancy rate in 2-bedroom units in Ottawa

### Segment specifications:

- City of interest: Ottawa
- Bedroom preference: 1+den or 2
- Have been silent for more than 5 days
- Budget: \$2100+
- Move-in date: 3 weeks or more

#### **Email content:**

List of available two-bedroom units in
 Ottawa with rent of \$2200 and more

### **Objective:**

Re-engage qualified leads who couldn't sign a lease due to price point

### Segment specifications:

- Booked an appointment in the last 30 days
- Lead stage: Lost
- Lost reason: Price point
- Budget \$1800 to \$2100
- Move-in date in 3 weeks or more

#### **Email content:**

- A weekly update on available units in the city with rent between \$1800 to \$2100
- Highlight special promotions

# Examples

# **Objective:**

Re-activate leads who inquired about a unit but didn't book a tour

### Segment specifications:

- Last communication date: +5 days
- Bedroom preferences: 1 or 1+den
- Budget: \$2000 to \$2500
- Move-in date in 3 weeks or more
- City of interest: Ottawa

#### **Email content:**

 A weekly update on available 1-bedroom and 1+den units in Ottawa with rent between \$1800 to \$2700

# **Objective:**

Re-engage qualified leads who couldn't sign a lease due to unit availability

### Segment specifications:

- Leads who booked an appointment in a building in the last 30 days
- Lead stage: Lost
- Lost reason: Unit availability
- Budget: \$1750 to \$2100
- Move-in date in 3 weeks or more

#### **Email content:**

 A weekly update on available units in the city with rent between \$1800 to \$2100

# **Contact Us**



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