

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.

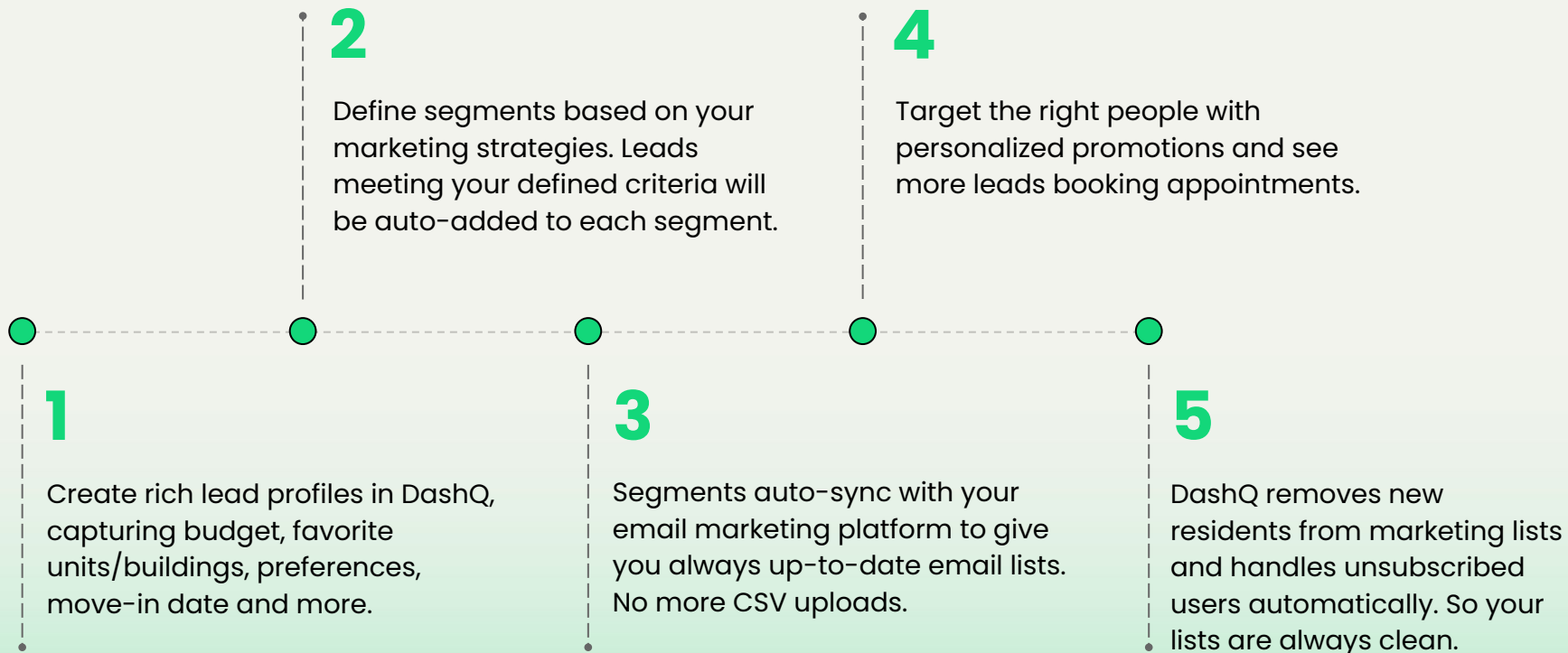
✓ More MQLs with personalized marketing emails

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





Personalization Pays Off



Up to

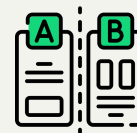
**50%
lower**

acquisition costs



**30%
increase**

in marketing ROI



Meaningful

**A/B
testing**

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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