



• KARYA TENANT CAMPAIGN · LEADFINS · OCTOBER 2026

Meta ads performance

The 8 properties compared with Google · Meta data to 2026-10-09 · Karya CRM pulled 2026-10-13

All-time recap, since launch

\$29,945

Spent on Meta across the 8 properties since launch.

1.2%

Click-through rate on 1,434,821 impressions.

41

People who applied, \$730 each.

2,277

Leads from Meta forms, \$13 each.

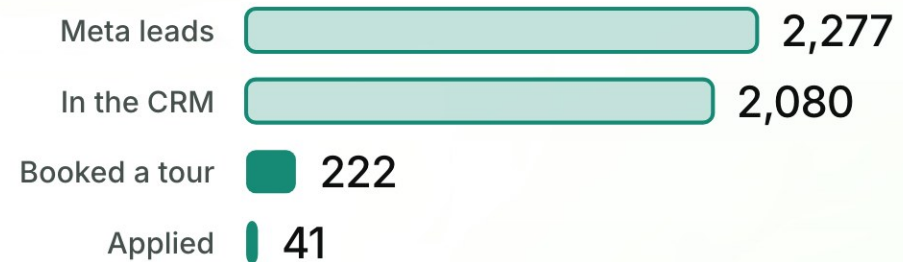
222

People who booked a tour, \$135 each.

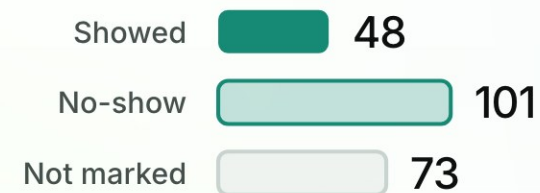
2,080

Meta leads that reached Karya's CRM, out of 2,277 in Meta.

From lead to application



What happened at booked tours



September, property by property

September leads	Launched	Spend	Leads	Cost per lead	Booked tours	Cost per tour	Applications
Tolleson	Sep 7	\$3,736	723	\$5	72	\$52	15
Legend	Sep 5	\$4,027	249	\$16	34	\$118	11
La Primavera	Sep 7	\$3,637	223	\$16	25	\$145	4
Palace	Sep 10	\$3,091	219	\$14	23	\$134	8
Lakeside	Sep 10	\$3,054	155	\$20	10	\$305	0
Res. McDowell	Sep 24	\$1,004	129	\$8	9	\$112	0
Eden Pointe	Sep 24	\$986	34	\$29	6	\$164	0
Bay Oaks	Sep 24	\$990	39	\$25	2	\$495	1
Total		\$20,525	1,771	\$12	181	\$113	39

Tours and applications belong to the month the lead arrived, whenever they happened.

Top 4 ads by booked tours, September



SE RENTA · TOLLESON, AZ

\$804 al mes, todo incluido.



LUZ · INTERNET · CABLE · BASURA

Internet, cable, basura y control de plagas incluidos.

Agende Su Visita

928-436-0710

Residence at Tollson · 1204 N 91st Ave, Tolleson, AZ

TOL_PRICE_ST_ES_T19

Spend	\$3,518
Leads	694
CTR	1.9%
Cost per lead	\$5
Booked tours	60
Cost per tour	\$59
Applications	14

See the ad in Drive ↗



SE RENTA · SPRING BRANCH, HOUSTON

1 recámara en Spring Branch, \$750 a \$800.



COMUNIDAD CERRADA · 2 ALBERCAS

Comunidad cerrada, 2 albercas y equipo bilingüe.

Agende Su Visita

346-485-6614

La Primavera · 10000 Hammerly Blvd, Houston, TX

PRI_PRICE_ST_ES_PS01

Spend	\$1,932
Leads	125
CTR	1.2%
Cost per lead	\$15
Booked tours	16
Cost per tour	\$121
Applications	3

See the ad in Drive ↗



SE RENTA · SPEEDWAY, IN

Apartamentos desde \$884 al mes.



AGUA · DRENAJE · BASURA

Agua, drenaje y basura incluidos. La luz va aparte.

Agende Su Visita

317-653-3288

The Legend at Speedway · 2202 Fair Oaks Dr, Speedway, IN

LEG_PRICE_ST_ES_PS01_Copie

Spend	\$1,083
Leads	65
CTR	0.8%
Cost per lead	\$17
Booked tours	13
Cost per tour	\$83
Applications	2

See the ad in Drive ↗



SE RENTA · ARLINGTON, TX

Desde \$851, sin depósito de seguridad.



SIN DEPÓSITO DE SEGURIDAD

Cocinas renovadas. Cada costo por escrito.

Agende Su Visita

682-452-6907

The Palace · 1601 Regency Ct, Arlington, TX

PAL_MOVEIN_ST_ES_PA01

Spend	\$1,024
Leads	78
CTR	1.1%
Cost per lead	\$13
Booked tours	12
Cost per tour	\$85
Applications	4

See the ad in Drive ↗

Tolleson · launched Sep 7


SE RENTA · TOLLESON, AZ

\$804 al mes, todo incluido.



LUZ · INTERNET · CABLE · BASURA

Internet, cable, basura y control de plagas incluidos.

Agende Su Visita

928-436-0710

TOL_PRICE_ST_ES_T19

Spend	\$3,518
Leads	694
CTR	1.9%
Cost per lead	\$5
Booked tours	60
Cost per tour	\$59
Applications	14

See the ad in Drive ↗


SE RENTA · TOLLESON, AZ

Desde \$804. Todos los servicios pagados.



LUZ · INTERNET · CABLE · BASURA

Luz, internet, cable y basura incluidos en el precio.

Agende Su Visita

928-436-0710

TOL_BILLS_ST_ES_PA06

Spend	\$143
Leads	22
CTR	2.3%
Cost per lead	\$6
Booked tours	9
Cost per tour	\$16
Applications	0

See the ad in Drive ↗

\$3,736 spent · 723 leads · 72 booked tours · 15 applications · 8 more ads in the appendix

Legend · launched Sep 5



SE RENTA · SPEEDWAY, IN

Desde \$884 con agua,
drenaje y basura.



AGUA · DRENAJE · BASURA

1 recámara en Speedway. La luz es lo único aparte.

Agende Su Visita 317-653-3288

The Legend at Speedway · 2202 Fair Oaks Dr, Speedway, IN

LEG_BILLS_ST_ES_PA01

Spend	\$1,194
Leads	75
CTR	0.8%
Cost per lead	\$16
Booked tours	9
Cost per tour	\$133
Applications	2

See the ad in Drive ↗



SE RENTA · SPEEDWAY, IN

Apartamentos desde
\$884 al mes.



AGUA · DRENAJE · BASURA

Agua, drenaje y basura incluidos. La luz va aparte.

Agende Su Visita 317-653-3288

The Legend at Speedway · 2202 Fair Oaks Dr, Speedway, IN

LEG_PRICE_ST_ES_PS01_Copie

Spend	\$1,083
Leads	65
CTR	0.8%
Cost per lead	\$17
Booked tours	13
Cost per tour	\$83
Applications	2

See the ad in Drive ↗



SE RENTA · SPEEDWAY, IN

Apartamentos
renovados desde \$884.



ACABADOS NUEVOS · BALCÓN

Acabados nuevos, clósets grandes y balcón o patio.

Agende Su Visita 317-653-3288

The Legend at Speedway · 2202 Fair Oaks Dr, Speedway, IN

LEG_RENO_ST_ES_LG_N1

Spend	\$744
Leads	49
CTR	0.9%
Cost per lead	\$15
Booked tours	4
Cost per tour	\$186
Applications	2

See the ad in Drive ↗



SE RENTA · SPEEDWAY, IN

Townhomes de 2
recámaras desde \$1,284.



2 NIVELES · 2 RECÁMARAS

Agua, drenaje y basura incluidos en la renta.

Agende Su Visita 317-653-3288

The Legend at Speedway · 2202 Fair Oaks Dr, Speedway, IN

LEG_SPACE_ST_ES_LG_N2

Spend	\$414
Leads	26
CTR	1.0%
Cost per lead	\$16
Booked tours	1
Cost per tour	\$414
Applications	0

See the ad in Drive ↗

\$4,027 spent · 249 leads · 34 booked tours · 11 applications · 6 more ads in the appendix

La Primavera · launched Sep 7



SE RENTA · SPRING BRANCH, HOUSTON

1 recámara en Spring Branch, \$750 a \$800.



COMUNIDAD CERRADA · 2 ALBERCAS

Comunidad cerrada, 2 albercas y equipo bilingüe.

Agende Su Visita 346-485-6614

La Primavera · 10000 Hammerly Blvd, Houston, TX

PRI_PRICE_ST_ES_PS01

Spend	\$1,932
Leads	125
CTR	1.2%
Cost per lead	\$15
Booked tours	16
Cost per tour	\$121
Applications	3

See the ad in Drive ↗



SE RENTA · SPRING BRANCH, HOUSTON

De \$750 a \$800 en comunidad cerrada.



ACCESO CON CÓDIGO · CÁMARAS

Acceso con código y mantenimiento de emergencia 24 h.

Agende Su Visita 346-485-6614

La Primavera · 10000 Hammerly Blvd, Houston, TX

PRI_GATED_ST_ES_P08

Spend	\$454
Leads	27
CTR	1.5%
Cost per lead	\$17
Booked tours	3
Cost per tour	\$151
Applications	1

See the ad in Drive ↗



SE RENTA · SPRING BRANCH, HOUSTON

De \$750 a \$800, sin puntaje de crédito.



ID · INGRESOS · HISTORIAL

Revisamos identificación, ingresos e historial de renta.

Agende Su Visita 346-485-6614

La Primavera · 10000 Hammerly Blvd, Houston, TX

PRI_NOCREDIT_ST_ES_PA07

Spend	\$377
Leads	21
CTR	1.6%
Cost per lead	\$18
Booked tours	2
Cost per tour	\$188
Applications	0

See the ad in Drive ↗



SE RENTA · SPRING BRANCH, HOUSTON

¿Paga \$1,200 por un apartamento básico?



1 RECÁMARA DE \$750 A \$800

Aquí 1 recámara cuesta de \$750 a \$800 al mes.

Agende Su Visita 346-485-6614

La Primavera · 10000 Hammerly Blvd, Houston, TX

PRI_PRICE_ST_ES_PR_N3

Spend	\$371
Leads	26
CTR	1.2%
Cost per lead	\$14
Booked tours	0
Cost per tour	–
Applications	0

See the ad in Drive ↗

\$3,637 spent · 223 leads · 25 booked tours · 4 applications · 6 more ads in the appendix

Palace · launched Sep 10


SE RENTA · ARLINGTON, TX

Apartamentos renovados desde \$851.



RENOVADOS · SIN DEPÓSITO

Con alberca y sin depósito de seguridad.

Agende Su Visita 682-452-6907

The Palace · 1601 Regency Ct, Arlington, TX

PAL_PRICE_ST_ES_PS01

Spend	\$1,535
Leads	107
CTR	0.9%
Cost per lead	\$14
Booked tours	9
Cost per tour	\$171
Applications	4

See the ad in Drive ↗


SE RENTA · ARLINGTON, TX

Desde \$851, sin depósito de seguridad.



SIN DEPÓSITO DE SEGURIDAD

Cocinas renovadas. Cada costo por escrito.

Agende Su Visita 682-452-6907

The Palace · 1601 Regency Ct, Arlington, TX

PAL_MOVEIN_ST_ES_PA01

Spend	\$1,024
Leads	78
CTR	1.1%
Cost per lead	\$13
Booked tours	12
Cost per tour	\$85
Applications	4

See the ad in Drive ↗


SE RENTA · ARLINGTON, TX

Vea el apartamento antes de aplicar.



VISITA GRATIS · SIN COMPROMISO

La visita no cuesta nada. Arlington, en Regency Court.

Agende Su Visita 682-452-6907

The Palace · 1601 Regency Ct, Arlington, TX

PAL TOUR_ST_ES_PA05

Spend	\$171
Leads	11
CTR	1.0%
Cost per lead	\$16
Booked tours	0
Cost per tour	–
Applications	0

See the ad in Drive ↗


SE RENTA · ARLINGTON, TX

Desde \$851, con 1, 2 y 3 recámaras.



RENOVADOS · SIN DEPÓSITO

Cocinas renovadas y sin depósito de seguridad.

Agende Su Visita 682-452-6907

The Palace · 1601 Regency Ct, Arlington, TX

PAL_PRICE_ST_ES_A01

Spend	\$132
Leads	9
CTR	1.2%
Cost per lead	\$15
Booked tours	1
Cost per tour	\$132
Applications	0

See the ad in Drive ↗

\$3,091 spent · 219 leads · 23 booked tours · 8 applications · 6 more ads in the appendix

Lakeside · launched Sep 10

LAKESIDE FOREST

SE RENTA · OESTE DE HOUSTON, TX

4 recámaras y 3 baños desde \$1,750.



4 RECÁMARAS · 3 BAÑOS

Hasta 1,500 pies cuadrados en el oeste de Houston.

Agende Su Visita 346-523-7698

Lakeside Forest · 1251 Wilcrest Dr, Houston, TX

LAK_SPACE_ST_ES_LK-N2

Spend	\$973
Leads	51
CTR	1.2%
Cost per lead	\$19
Booked tours	3
Cost per tour	\$324
Applications	0

See the ad in Drive ↗

LAKESIDE FOREST

SE RENTA · OESTE DE HOUSTON, TX

La renta empieza en \$825 al mes.



1 A 4 RECÁMARAS

\$825 por 1 recámara, \$950 por 2 y \$1,750 por 4.

Agende Su Visita 346-523-7698

Lakeside Forest · 1251 Wilcrest Dr, Houston, TX

LAK_PRICE_ST_ES_PA02

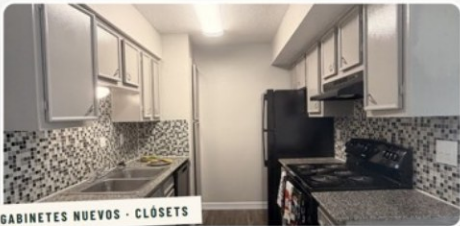
Spend	\$785
Leads	39
CTR	1.2%
Cost per lead	\$20
Booked tours	2
Cost per tour	\$393
Applications	0

See the ad in Drive ↗

LAKESIDE FOREST

SE RENTA · OESTE DE HOUSTON, TX

Remodelados, desde \$825 al mes.



GABINETES NUEVOS · CLOSETS

Gabinets de dos tonos y closets grandes.

Agende Su Visita 346-523-7698

Lakeside Forest · 1251 Wilcrest Dr, Houston, TX

LAK_RENO_ST_ES_LK-N3

Spend	\$538
Leads	28
CTR	1.5%
Cost per lead	\$19
Booked tours	2
Cost per tour	\$269
Applications	0

See the ad in Drive ↗

LAKESIDE FOREST

SE RENTA · OESTE DE HOUSTON, TX

Apartamentos desde \$825 al mes.



ALBERCA · GIMNASIO

De 1 a 4 recámaras, alberca y gimnasio.

Agende Su Visita 346-523-7698

Lakeside Forest · 1251 Wilcrest Dr, Houston, TX

LAK_PRICE_ST_ES_PS01

Spend	\$355
Leads	18
CTR	1.3%
Cost per lead	\$20
Booked tours	0
Cost per tour	–
Applications	0

See the ad in Drive ↗

\$3,054 spent · 155 leads · 10 booked tours · 0 applications · 5 more ads in the appendix

Res. McDowell · launched Sep 24



RESIDENCE
AT MCDOWELL

SE RENTA • PHOENIX, AZ

**Agua, luz, gas, internet
y cable incluidos.**

Desde \$804 al mes.



Desde
\$804
al mes

8 SERVICIOS INCLUIDOS

La oficina le confirma su renta por escrito antes de aplicar.

Agende Su Visita 623-304-8683

Residence at McDowell • 8225 W McDowell Rd, Phoenix, AZ
Renta inicial sujeta a disponibilidad. Todos los servicios incluidos según confirme la propiedad.

RMC_BILLS_ST_ES_02	
Spend	\$692
Leads	94
CTR	1.6%
Cost per lead	\$7
Booked tours	7
Cost per tour	\$99
Applications	0
See the ad in Drive ↗	

SE RENTA • PHOENIX, AZ

Residence at McDowell:

4 semanas gratis al mudarse, con renta desde \$804 al mes.

ESPECIAL
4
SEMANAS GRATIS

TODO INCLUIDO

La oficina le confirma su renta por escrito antes de aplicar.

Agende Su Visita

623-304-8683

Residence at McDowell • 8225 W McDowell Rd, Phoenix, AZ

Renta inicial sujeta a disponibilidad. Todos los servicios incluidos según confirme la propiedad.

RMC_SPECIAL_ST_ES_11	
Spend	\$282
Leads	34
CTR	1.6%
Cost per lead	\$8
Booked tours	2
Cost per tour	\$141
Applications	0
See the ad in Drive ↗	

\$1,004 spent · 129 leads · 9 booked tours · 0 applications · 8 more ads in the appendix

Eden Pointe · launched Sep 24

Eden Pointe

SE RENTA · OESTE DE HOUSTON, TX

Rente sobre Wilcrest Drive.

Desde \$899 al mes.



1 RECÁMARA
DESDE
\$899
AL MES

WILCREST DR · OESTE DE HOUSTON

En el oeste de Houston.

Agende Su Visita 346-472-3640

Eden Pointe · 1307 Wilcrest Dr, Houston, TX

Renta inicial. La disponibilidad y los cargos adicionales aplican. La renta no incluye servicios.

EDN_LOCATION_ST_ES_09

Spend	\$299
Leads	10
CTR	1.2%
Cost per lead	\$30
Booked tours	1
Cost per tour	\$299
Applications	0

See the ad in Drive ↗

Eden Pointe

SE RENTA · OESTE DE HOUSTON, TX

La renta empieza

en \$899 al mes.



DE 1 A 4 RECÁMARAS
DESDE
\$899
AL MES

\$899 por 1 recámara, \$1,249 por 2 y \$2,199 por 4.

Agende Su Visita 346-472-3640

Eden Pointe · 1307 Wilcrest Dr, Houston, TX

Renta inicial. La disponibilidad y los cargos adicionales aplican. La renta no incluye servicios.

EDN_SPACE_ST_ES_05

Spend	\$151
Leads	3
CTR	1.0%
Cost per lead	\$50
Booked tours	2
Cost per tour	\$75
Applications	0

See the ad in Drive ↗

Eden Pointe

SE RENTA · OESTE DE HOUSTON, TX

Apartamentos de 1 recámara

desde \$899 al mes.



1 RECÁMARA
DESDE
\$899
AL MES

1 RECÁMARA · DESDE 619 PIES²

Pregunte por su cotización completa.

Agende Su Visita 346-472-3640

Eden Pointe · 1307 Wilcrest Dr, Houston, TX

Renta inicial. La disponibilidad y los cargos adicionales aplican. La renta no incluye servicios.

EDN_SPACE_ST_ES_01

Spend	\$132
Leads	7
CTR	0.9%
Cost per lead	\$19
Booked tours	1
Cost per tour	\$132
Applications	0

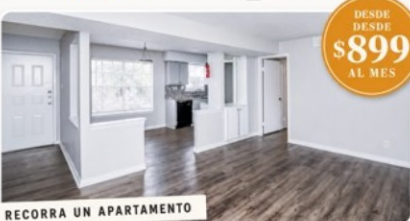
See the ad in Drive ↗

Eden Pointe

SE RENTA · OESTE DE HOUSTON, TX

Visite el apartamento

antes de aplicar.



DESDE
\$899
AL MES

RECORRA UN APARTAMENTO

La oficina le confirma su renta por escrito. Desde \$899 al mes.

Agende Su Visita 346-472-3640

Eden Pointe · 1307 Wilcrest Dr, Houston, TX

Renta inicial. La disponibilidad y los cargos adicionales aplican. La renta no incluye servicios.

EDN TOUR_ST_ES_10

Spend	\$106
Leads	2
CTR	1.4%
Cost per lead	\$53
Booked tours	0
Cost per tour	–
Applications	0

See the ad in Drive ↗

\$986 spent · 34 leads · 6 booked tours · 0 applications · 6 more ads in the appendix

Bay Oaks · launched Sep 24



BYO_LOCATION_ST_ES_10

Spend	\$732
Leads	30
CTR	1.2%
Cost per lead	\$24
Booked tours	0
Cost per tour	–
Applications	1

See the ad in Drive ↗



BYO_BILLS_ST_ES_02

Spend	\$102
Leads	6
CTR	0.8%
Cost per lead	\$17
Booked tours	2
Cost per tour	\$51
Applications	0

See the ad in Drive ↗

\$990 spent · 39 leads · 2 booked tours · 1 applications · 8 more ads in the appendix



Appendix

Every ad with September spend.

APPENDIX

All September ads (1 of 6)

Ad	Spend	Leads	CTR	Cost per lead	Tours	Apps
TOL_PRICE_ST_ES_T19	\$3,518	694	1.9%	\$5	60	14
TOL_BILLS_ST_ES_PA06	\$143	22	2.3%	\$6	9	0
TOL_NOCREDIT_ST_ES_PA07	\$29	1	1.1%	\$29	0	0
TOL_TOUR_ST_ES_PA05	\$17	3	1.6%	\$6	1	0
TOL_BILLS_ST_ES_T14	\$13	2	1.2%	\$6	0	0
TOL_BILLS_ST_ES_PA02	\$6	0	1.4%	–	0	0
TOL_MOVEIN_ST_ES_TL_N4	\$4	0	1.7%	–	0	0
TOL_INCOME_ST_ES_PA04	\$3	1	0.7%	\$3	1	1
TOL_RENO_ST_ES_PA12	\$2	0	0.0%	–	0	0
TOL_AMENITY_ST_ES_PA09	\$2	0	1.1%	–	0	0
LEG_BILLS_ST_ES_PA01	\$1,194	75	0.8%	\$16	9	2
LEG_PRICE_ST_ES_PS01_Copie	\$1,083	65	0.8%	\$17	13	2
LEG_RENO_ST_ES_LG_N1	\$744	49	0.9%	\$15	4	2
LEG_SPACE_ST_ES_LG_N2	\$414	26	1.0%	\$16	1	0

APPENDIX

All September ads (2 of 6)

Ad	Spend	Leads	CTR	Cost per lead	Tours	Apps
LEG_URGENCY_ST_ES_RA10P_Copie	\$250	15	0.9%	\$17	2	2
LEG_PETS_ST_ES_L12_COPIE	\$113	5	1.0%	\$23	1	1
LEG_INCOME_ST_ES_L17	\$98	4	1.1%	\$25	1	0
LEG_NOCREDIT_ST_ES_L02	\$69	6	0.8%	\$12	1	0
LEG_MOVEIN_ST_ES_RA04P	\$42	3	1.2%	\$14	1	1
LEG_AMENITY_ST_ES_RA09P	\$19	1	0.7%	\$19	0	0
PRI_PRICE_ST_ES_PS01	\$1,932	125	1.2%	\$15	16	3
PRI_GATED_ST_ES_P08	\$454	27	1.5%	\$17	3	1
PRI_NOCREDIT_ST_ES_PA07	\$377	21	1.6%	\$18	2	0
PRI_PRICE_ST_ES_PR_N3	\$371	26	1.2%	\$14	0	0
PRI_INCOME_ST_ES_PR_N1	\$205	11	1.1%	\$19	1	0
PRI_MOVEIN_ST_ES_PA03	\$173	7	1.2%	\$25	2	0
PRI_PRICE_ST_ES_PA01R	\$75	5	0.8%	\$15	1	0
PRI_SPACE_ST_ES_PA10	\$25	1	0.7%	\$25	0	0

APPENDIX

All September ads (3 of 6)

Ad	Spend	Leads	CTR	Cost per lead	Tours	Apps
PRI_PETS_ST_ES_PR_N2	\$14	0	1.0%	–	0	0
PRI_AMENITY_ST_ES_PA05	\$13	0	1.0%	–	0	0
PAL_PRICE_ST_ES_PS01	\$1,535	107	0.9%	\$14	9	4
PAL_MOVEIN_ST_ES_PA01	\$1,024	78	1.1%	\$13	12	4
PAL_TOUR_ST_ES_PA05	\$171	11	1.0%	\$16	0	0
PAL_PRICE_ST_ES_A01	\$132	9	1.2%	\$15	1	0
PAL_RENO_ST_ES_PA02	\$63	5	0.8%	\$13	1	0
PAL_INCOME_ST_ES_PA08	\$59	5	1.1%	\$12	0	0
PAL_NOCREDIT_ST_ES_PL_N5	\$49	2	1.3%	\$25	0	0
PAL_AMENITY_ST_ES_PL_N1	\$29	2	0.4%	\$15	0	0
PAL_PETS_ST_ES_PL_N3	\$17	0	1.0%	–	0	0
PAL_GATED_ST_ES_PL_N4	\$11	0	0.8%	–	0	0
LAK_SPACE_ST_ES_LK-N2	\$973	51	1.2%	\$19	3	0
LAK_PRICE_ST_ES_PA02	\$785	39	1.2%	\$20	2	0

APPENDIX

All September ads (4 of 6)

Ad	Spend	Leads	CTR	Cost per lead	Tours	Apps
LAK_RENO_ST_ES_LK-N3	\$538	28	1.5%	\$19	2	0
LAK_PRICE_ST_ES_PS01	\$355	18	1.3%	\$20	0	0
LAK_NOCREDIT_ST_ES_PA07	\$187	7	1.1%	\$27	0	0
LAK_INCOME_ST_ES_LK-N1	\$93	4	1.2%	\$23	1	0
LAK_AMENITY_ST_ES_PA04	\$85	7	1.0%	\$12	0	0
LAK_MOVEIN_ST_ES_PA03	\$22	1	0.7%	\$22	0	0
LAK_SPACE_ST_ES_PA01	\$15	0	0.6%	–	0	0
RMC_BILLS_ST_ES_02	\$692	94	1.6%	\$7	7	0
RMC_SPECIAL_ST_ES_11	\$282	34	1.6%	\$8	2	0
RMC_PRICE_ST_ES_03	\$6	1	2.1%	\$6	0	0
RMC_BILLS_ST_ES_04	\$5	0	1.8%	–	0	0
RMC_BILLS_ST_ES_05	\$5	0	0.7%	–	0	0
RMC_LOCATION_ST_ES_09	\$4	0	0.0%	–	0	0
RMC_BILLS_ST_ES_01	\$4	0	1.2%	–	0	0

APPENDIX

All September ads (5 of 6)

Ad	Spend	Leads	CTR	Cost per lead	Tours	Apps
RMC_PRICE_ST_ES_07	\$2	0	0.0%	–	0	0
RMC_TOUR_ST_ES_10	\$2	0	1.2%	–	0	0
RMC_AMENITY_ST_ES_06	\$1	0	0.0%	–	0	0
EDN_LOCATION_ST_ES_09	\$299	10	1.2%	\$30	1	0
EDN_SPACE_ST_ES_05	\$151	3	1.0%	\$50	2	0
EDN_SPACE_ST_ES_01	\$132	7	0.9%	\$19	1	0
EDN_TOUR_ST_ES_10	\$106	2	1.4%	\$53	0	0
EDN_SPACE_ST_ES_02	\$91	2	1.5%	\$45	0	0
EDN_SPACE_ST_ES_03	\$52	5	1.7%	\$10	0	0
EDN_AMENITY_ST_ES_06	\$51	2	0.6%	\$26	0	0
EDN_RENO_ST_ES_07	\$44	1	1.7%	\$44	1	0
EDN_SPACE_ST_ES_04	\$33	1	0.9%	\$33	1	0
EDN_GATED_ST_ES_08	\$28	1	0.7%	\$28	0	0
BYO_LOCATION_ST_ES_10	\$732	30	1.2%	\$24	0	1

APPENDIX

All September ads (6 of 6)

Ad	Spend	Leads	CTR	Cost per lead	Tours	Apps
BYO_BILLS_ST_ES_02	\$102	6	0.8%	\$17	2	0
BYO_SPACE_ST_ES_03	\$38	0	0.8%	–	0	0
BYO_BILLS_ST_ES_04	\$31	3	1.9%	\$10	0	0
BYO_BILLS_ST_ES_07	\$28	0	1.0%	–	0	0
BYO_BILLS_ST_ES_01	\$24	0	0.9%	–	0	0
BYO_BILLS_ST_ES_05	\$16	0	0.7%	–	0	0
BYO_TOUR_ST_ES_09	\$13	0	1.2%	–	0	0
BYO_BILLS_ST_ES_08	\$4	0	0.0%	–	0	0
BYO_BILLS_ST_ES_06	\$2	0	1.3%	–	0	0