



## case study: equity residential

Equity Residential is an S&P 500 company that owns, develops, and operates almost five hundred high-quality apartments in top-growth markets across the United States. Its properties are home to more than two hundred thousand residents.

Equity Residential is one of the nation's largest apartment owners. In order to retain its leadership position in an increasingly crowded competitive environment, this client must focus its online-marketing efforts on driving prospective renters to its properties, converting prospective renters to customers, and optimizing its conversion funnel across all stages.

### challenge

#### Identify Issues

With a large and active client and prospect base, Equity Residential required fast and accurate means of identifying, isolating, and taking action on issues caused by the data and information presentation on their company website.

#### Solve Behavioral Concerns

Equity Residential had noticed a number of behavioral issues common among website visitors, such as unusually low conversion on a specific page. However, without attitudinal data from customers, web teams were unable to determine why these challenges persisted.

### strategy

In order to efficiently identify and address customer issues and opportunities, Equity Residential needed to augment their understanding of website visitors' behavior with information on the opinions and attitudes guiding those online actions.

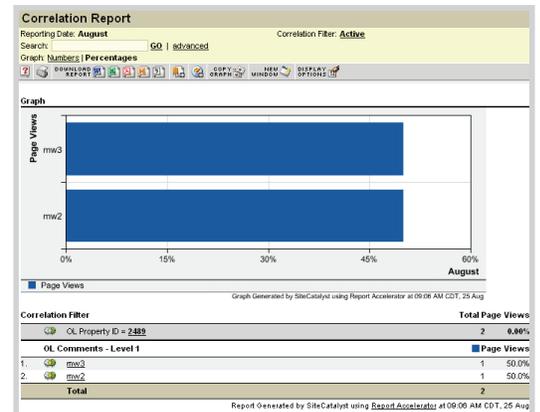
In short, this client needed insight into both what customers were doing on the site and why they were taking those actions.

### Integrate Analytics with VoC

Equity Residential relied on Omniture SiteCatalyst to determine

- What online users were doing
- Where visitors were coming from
- What content and products most interest customers

By overlaying insights gained through SiteCatalyst with OpinionLab Voice of Customer (VoC) input, this client combined analytics with streaming, real-time feedback from customers.



Today, this integration helps Equity Residential combine both quantitative and qualitative customer data for a more complete view of site performance. And property-by-property site optimizations can often be expanded site wide.

### impact

#### Content, Design, Usability

When analytics indicated that users were abandoning a specific page in large numbers, Equity Residential looked to OpinionLab VoC data to understand why. Customer

OpinionLab, Inc.

600 Central Ave., Ste. 265

Highland Park, IL 60035

847.681.6100

[www.opinionlab.com](http://www.opinionlab.com)

feedback indicated that the page's poor conversion corresponded with a drop in scores on

- Content
- Design
- Usability

Improvements were made accordingly, and abandonment dropped as a result.

### Look and Location

OpinionLab data indicated that the two most important factors in selecting an apartment were the property's

- Aesthetic look
- Location

Equity Residential responded by improving access to maps and photos and saw a significant increase in conversion as a result.

## results

### Improved Efficiency

After integrating OpinionLab, the analysis time required before taking action on an analytics issue was reduced from weeks to hours, allowing for four times as many site optimizations in the same time period.

### Double Leads

Since integrating OpinionLab with analytics data, Equity Residential has doubled its lead volume.

## get started today

To learn more, contact us at [info@opinionlab.com](mailto:info@opinionlab.com) or 847.681.6100.