

# RentPath Improves Performance by Double Digits

## Goals

- Improve email engagement rates 25% consistently
- Include email subscribers into the content development process
- Target openers by ZIP Code to personalize email content

Headquartered in Atlanta, RentPath is a leading digital marketing solutions company that empowers millions of consumers nationwide to find apartments and houses for rent. RentPath's category-leading brands — Apartment Guide, Rent.com, Lovely, Rentals.com and RentalHouses.com, provide consumers with a simplified search experience through content-rich listings, mobile and social media solutions. Its mission — to help renters find and live in a place they love using RentPath services.

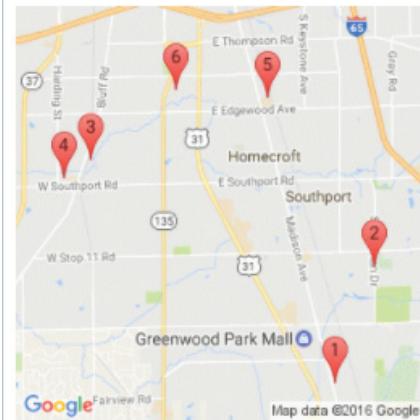
Using RealTime Email, RentPath included contextual email content into an email campaign, working with Digital Additive to develop a consumer journey. As subscribers signed up to view apartments, they entered into an email journey that would lead them to find their perfect home. Validating real-time email content, different elements were employed in various steps throughout the process. Two specific elements that improved subscriber engagement were LiveForecast and LivePoll.



[Get Our App](#) [Favorites](#) [Find your Apartment](#)

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### Location, location, location.



Map data ©2016 Google

See the weather today for apartment hunting.

|  |   |
|--|---|
| Today  | Friday  |
|  Partly Cloudy |  Rain |
| 39°F<br>28°F   | 37°F<br>26°F  |

 Today is a great day to look for a place

Did you know that with Apartment Guide, you can search for apartments using a map view and a list view? Maps make it even easier to compare how far away apartments are from the places you go.

[Find more properties](#)

[Found the place for you? Let us know →](#)

**Check out the spots picked with you in mind**



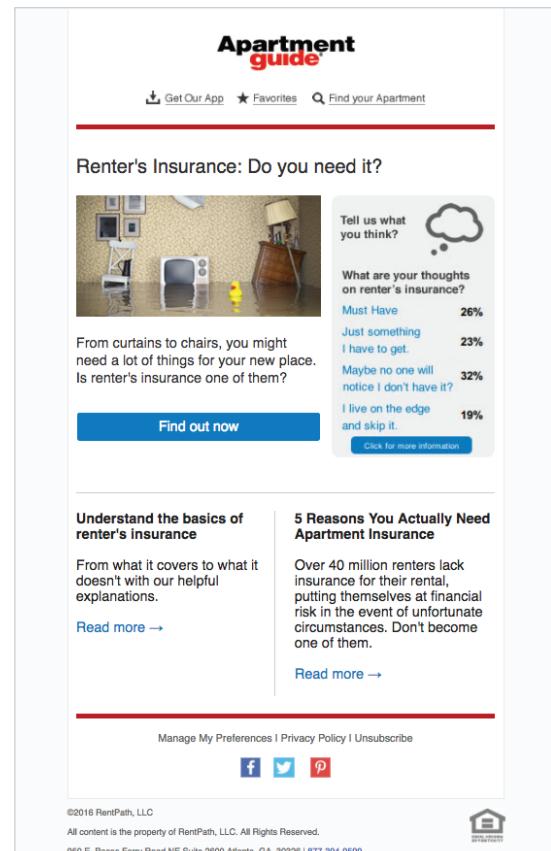
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Early in the consumer journey, an email including LiveForecast is sent out to help subscribers plan for the day. The email includes local weather to assist renters in making a decision on the best days to apartment hunt, including reminders to bring a jacket or umbrella if the weather is less than ideal. The inclusion of a weather forecast helped RentPath to reach a total average of 14.9-second duration of open, passing the standard open by 36%. The extra open time improved consumer engagement markedly, raising brand awareness and impressions.

Another email within the journey included a LivePoll asking consumers what amenities were most important while apartment hunting. Subscribers who interacted with the poll averaged a seven second longer open rate and a 78% click-through rate on the email. Going forward, RentPath will personalize the consumer journey and other email campaigns continually with contextual content from the polling answers and survey data.



The screenshot shows an email from Apartment Guide. At the top, there are links for "Get Our App", "Favorites", and "Find your Apartment". Below that, a section titled "Renter's Insurance: Do you need it?" features a small image of a living room and a poll. The poll asks "Tell us what you think?" and lists responses: "Must Have" (26%), "Just something I have to get" (23%), "Maybe no one will notice I don't have it?" (32%), and "I live on the edge and skip it" (19%). A "Find out now" button is below the poll. To the right, there's a sidebar with the heading "5 Reasons You Actually Need Apartment Insurance" and a link to "Read more →". At the bottom, there are links for "Manage My Preferences", "Privacy Policy", and "Unsubscribe", along with social media icons for Facebook, Twitter, and Pinterest.

## Results



- Improved previous 10.9-second duration of open by 36%
- Reached a total duration of open at 14.9 seconds
- 78% click-through rate for those openers who voted with LivePolls
- 7-second longer duration of open for openers who voted

## About RentPath

RentPath is a leading digital marketing solutions company that connects millions of consumers with a place to call home through its network of websites and mobile offerings. RentPath's category-leading brands include Apartment Guide, Rent.com, Lovely, Rentals.com, and RentalHouses.com.

## About Digital Additive

Founded in 2012, Atlanta, Georgia. At Digital Additive our goal is to connect our clients with their customers through more timely and more relevant high-touch communications, leveraging data to inform and technology to efficiently deliver. One-to-one communications are what we make possible leveraging your data and brand assets.