


# 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.

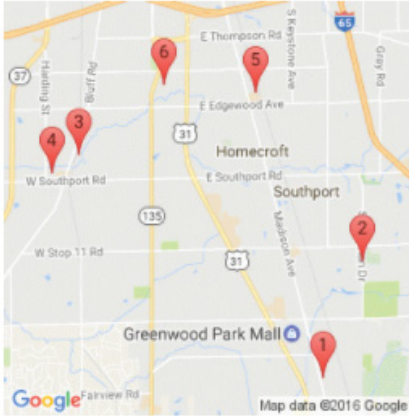
Using RealTime Email, RentPath included contextual email content into an email campaign, working with Digital Additive to develop a consumer journey. As subscribers signed up to view apartments, they entered into an email journey that would lead them to find their perfect home. Validating real-time email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





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**Location, location, location.**



**See the weather today for apartment hunting.**

Today	Friday
	
39°F 28°F	37°F 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 →](#)

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



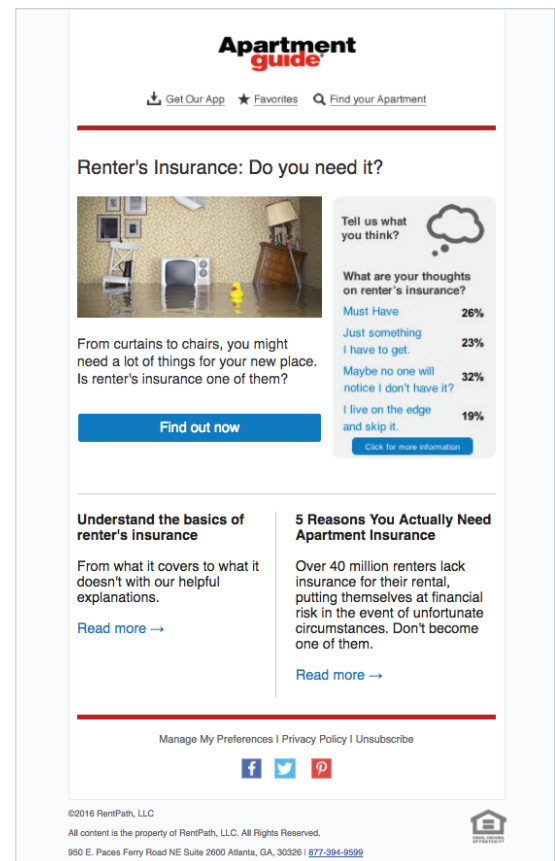
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Early in the consumer journey, an email including LiveForecast is sent out to help subscribers plan for the day. The email includes local weather to assist renters in making a decision on the best days to apartment hunt, including reminders to bring 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.



## 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.