

# IRVINE COMPANY CASE STUDY



## AT A GLANCE

### Challenges

- Increasing foot traffic to their apartments
- Generating qualified leads

### Results

- 2,072 new leads
- \$24M in new annual leases



# 2,072

new leads received

# \$24M

in New Annual Leases

## OBJECTIVES

Irvine Apartment Communities was looking for a way to drive foot traffic to their apartment communities to generate qualified leads..

## SOLUTIONS

Upon texting in, consumers were encouraged to bring their text message to any Irvine Apartment Community to take a tour.

Consumers who did received 4 free tickets to a baseball game and Bonfire gained great brand exposure at MLB games.

## RESULTS

With our Lead Generation solution, Irvine was able to drive foot traffic to their apartment communities and opened the door to the possibility of \$24,000,000 in new annual leases.