

# Darwin Homes Reduced Their CPA By 46% And Increased Their Conversion Rate By 25% Through Retargeting Responsive Display

Darwin Homes is a modern property management service that is evolving the rental experience for those on both sides of the lease, the owner and the tenant. Darwin Homes' team of specialists offer full-service property management such as repairs & maintenance, full-service leasing, resident screening, rent collection, and inspections as well as offering homeowners clear reporting and insights of their investment properties all in one portal.

Since Darwin Homes partnered up with KlientBoost back in October 2020, Darwin Homes has seen progressive growth in the number of leads while significantly decreasing their CPA. **By the end of Q3, Darwin Homes cut their CPA by 46% and their CPC by 36% while increasing their conversion rate by 25%, in comparison to Q2.** KlientBoost was able to help Darwin Homes hit and accomplish their quarter-over-quarter goals by applying techniques such as expanded text ads, retargeting responsive display ads, updated responsive display images, and A/B tested CTA color on their customized landing page.

## The Results

↓ **46%**  
Decrease in CPA

↑ **25%**  
Increase in Conversion Rate

↓ **36%**  
Decrease in CPC

### How We Did It:

- Expanded Text Ads
- Retargeting Responsive Display Ads
- Updated Responsive Display Images
- A/B Tested CTA Color

The image shows a laptop displaying the Darwin Homes website. The website has a dark header with the Darwin logo and a phone number (972-853-9464). The main content area features a large image of a hand holding a key, with the text "Find Out How Much You Can Make Off Your Dallas / Fort Worth Rental Property". Below this, there is a form to "Get your free price analysis and learn how much you can be saving." and a green button labeled "GET MY FREE PRICE ANALYSIS".

Below the laptop, there is a retargeting ad. The ad header includes the URL "https://try.darwinhomes.com/austin/management" and the phone number "(512) 872-4900". The ad title is "#1 Austin Property Management". The ad body text reads: "6-Month Lease Guarantee. Full service property management in Austin for only \$99/mo with lease placement guarantee. Rent collection, repairs and upkeep, leasing, and inspections...". The ad is divided into two columns. The left column is titled "\$99/Month in Austin" and describes "Simple, up-front pricing in Austin. Flat \$99/mo management fee." The right column is titled "Austin Rental Analysis" and describes "Get your free price analysis. Your local experts in Austin."