



Knock helps Davis Development save big with ad costs

About Davis Development:

- HQ: Atlanta
- 4,800+ units under management

Challenge: Unknown metrics lead to unknown costs

With over 34 properties and 4,800 units nationwide, Georgia-based Davis Development needed a way to streamline budgets and maximize marketing efficiencies. As navigating bottlenecks without a customer relationship management (CRM) offered limited reporting capabilities, staff were required to input email leads manually, appropriately sourcing them within their property management system (PMS). Davis' teams struggled to pinpoint metrics like lead-to-lease conversions and cost-per-lead, making targeted ad adjustments a tedious (and costly) process.

Approach: Ad spend that makes sense

"Davis used to take a blanket approach to all properties, no matter the market," explains Jessica Gooden, Director of Marketing. "With

Knock, we're able to implement different ad sources, and manage those ad sources based on performance. We can really fine-tune our advertising spend to be the most effective over time." Knock's streamlined control features enable Davis' teams to easily access actionable insights, and adapt advertising spend according to what works. "Knock gives us the control to make our system as robust as possible—and on our watch."



Results: Streamlined analytics lead to \$4,000+/month in savings

"I can honestly say I'm able to save around \$4,000 per month, per property, because of how we're able to phase advertising in," explains Jessica. "I'm constantly watching how things are performing and adjusting spend accordingly. With Knock's analytics reporting, I'm able to see what's not working, pull that budget back, and reassign money somewhere more effective."

Thanks to features such as the implementation of dynamic number insertion (DNI) and UTM links, Davis' teams can quickly identify sources that are working, bringing them one step closer to true and accurate lease attribution. Jessica adds, "At the end of the day I am able to quickly gauge how our advertising dollars are being spent and what is actually working, week over week, or month over month. Simply put, Knock offers us proper analysis of advertising. Real analysis of ad spend and performance that is accurate."

"Knock is essential. It offers communication with leads and proper analysis of advertising. Real communication that's tracked and measured. Real analysis of ad spend and performance."

— Jessica Gooden, Director of Marketing

