

# Apartment Recommendations Engine Boosts Website Conversions

## CHALLENGES

RentalRoost is an apartment rental recommendations engine that helps users with an easier way to find their homes.

Rental Roost was faced with increased levels of spam complaints and was looking to engage with their customers better via email

## HIGHLIGHTS

- Pre-Campaign List Cleansing
- Post –Campaign Feedback Cleansing
- Un-sub Link Enhancement
- Redesigned campaign assets
- Personalization implementation

## RESULT

- Increased open rates to 39%
- Spam Complaint reduced to 0.1%
- Improved relationship with ESPs
- Avoided needless ESP platform hopping
- Improved Traffic to Customer website

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*We have had significant improvement in traffic and registrations on our website which I can attribute to the success of the email campaigns your team has helped optimize - with data cleansing, our email bounce rate has gone way down.*

*- Nitin Shingate, CEO, RentalRoost*