OWNERSHIP COMPANY INCREASES PROPERTY WEBSITE CONVERSIONS BY 20% WITH VIRTUAL TOURS

In partnership with G5 and an ownership and management company, LCP360 built and implemented Panoskin virtual tours across multifamily websites to measure the impact interactive digital content would have on engagement, views and conversions.

Summary of Analysis

LCP360 collected data for a single set of multifamily websites after implementing Panoskin virtual tours. Property metrics were assessed for communities with virtual tours that were active for at least three months.

31% *page views*
increase in page views on page with virtual tour

20% *conversions*
increase in form submissions on website

Results

On average, this study found that Panoskin virtual tours improve engagement on the gallery page, reduce the initial need to schedule a tour, and ultimately lead to an increase in website form submissions.

Metric	% Change
Page Views - Gallery Page	31.01%
Time on Page - Gallery Page	23.86%
Page Bounce Rate - Gallery Page	-4.89%
Website Forms Submitted	20.34%

About this data set

Communities with implementation dates on or prior to 7/10 were assessed with exceptions of those on 1/19. More than half of websites implemented on 1/19 had virtual tour-specific page views prior to 1/19. To prevent diluting the results from this study, these properties were excluded. Results from Crystal View Apartments (Conam) were also excluded because the property's URN did not return data in the G5 Monolith GA account.