

RealPage | Transforming Paid Media with an Audience-First, Data-Backed Strategy

RealPage, Inc.

RealPage is a leading provider of AI-enabled software that helps property owners, operators, and investors drive performance and elevate the resident experience.

Founded in 1998 and headquartered in Richardson, Texas, RealPage serves more than 24 million rental units worldwide, delivering connected solutions across leasing, operations, finance, and resident engagement.

"Synapse quickly became an extension of our in-house marketing team. They don't just manage campaigns—they think strategically about our business. Their data-driven approach to paid media has helped us scale SQLs, improve efficiency, and uncover insights that have made our overall marketing smarter. They're also very professional, extremely responsive and highly specialized in B2B tech and performance marketing, making them an invaluable partner as we look to scale and evolve."

- Jen Chestnutt, VP of Demand Gen and Field Marketing

THE SCENARIO

RealPage's digital advertising strategy was initially focused on awareness tactics — including broad display efforts and heavy investment in product launch campaigns with limited search demand. While these activities built visibility, they weren't having a meaningful impact on pipeline revenue.

Also, on LinkedIn, multiple RealPage products were competing for the same audiences, leading to audience overlap. The challenge was clear: build a more efficient, audience-first strategy that aligned both paid search and social media efforts toward measurable pipeline impact.

THE ACTION PLAN

Synapse partnered with RealPage to create a **unified, full-funnel media strategy** that utilized each channel's strengths.

For paid search, the team shifted budget away from lower-performing awareness efforts and toward high-intent tactics directly tied to SQLs. Using RealPage's offline conversion data, Synapse implemented automated bidding strategies optimized for lead generation and continuously refined landing pages to strengthen messaging, CTAs, and conversion rates.

For paid social, Synapse developed a **persona-based audience strategy**, using LinkedIn's more precise job title and ABM targeting capabilities to tailor creative and messaging by role. Top-funnel awareness campaigns introduced RealPage solutions to relevant audiences, while sequential remarketing and lead generation campaigns re-engaged those who had shown interest—ensuring a cohesive user journey from awareness to conversion.

THE RESULTS

The integration of PPC and social through a full-funnel, audience-first strategy delivered transformative results:

- **Paid Search SQL volume increased 33% YoY**
- **Paid Search cost/SQL decreased 43% YoY**
- **LinkedIn conversion rate increased 26% after implementing the full-funnel strategy**

RealPage's refined digital strategy now not only drives immediate SQL growth but also builds long-term brand equity by aligning paid media investment with true backend performance metrics.