



Capture your space in a new light

Having a dynamic online presence is becoming increasingly important for multifamily residential properties to generate qualified leads. Google virtual tours can solve that problem by providing property managers with immersive experiences to showcase and market spaces from anywhere, at any time.

Improve organic search, increase views, and generate more leads with virtual content on your Google listing.

LCP360 and Lincoln Property Company partnered to demonstrate how multifamily properties that leverage virtual tours with Google My Business were more likely to increase their traction on a variety of metrics, including searches, views, phone calls, website visits, and direction inquiries.

This case study, co-developed by a marketing agency (LCP360) and property management company (Lincoln Property Company), substantiates the impact of using virtual tours on Google versus one-dimensional imagery. This data showcase how virtual tours translate to more leads generated and increased awareness, which enables Lincoln Property Company to improve sales metrics.

“What this study really shows is that virtual tours have a noticeable impact on the engagement metrics for properties. They show off your space in the most effective, accessible way possible, which leads to more interest and eventually conversions. For multifamily properties in today’s world, it’s a must.”

About LCP360

LCP360 is a global digital marketing company specializing in capturing and displaying digital content. Its global network of more than 4,000 photographers captures premium photography, virtual tours, and videography to showcase spaces online. LCP360’s multi-platform web application, Panoskin, uploads content to Google Business listings and creates custom virtual tours that can be embedded on websites.

About Lincoln Property Company

As the second largest multifamily manager in the United States, Lincoln Property Company brings a wealth of expertise, integrity, and innovation to the industry. With over 50 years of tenure, continual growth, and the success of our business partners and employees, Lincoln continues to be a leader in the multifamily vertical.



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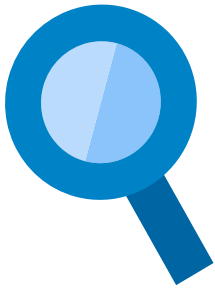
Address: 2700 S. River Rd, Ste. 211, Des Plaines, IL 60018

- Wojciech Kalembasa, CEO and founder of LCP360



Case Study Results

The data from Lincoln Property Company produced by this study clearly show the value of virtual tours on Google listings, as the tours drive more qualified leads for these properties. A few key findings include*:



22%

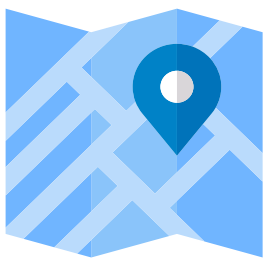
Growth in total searches**, contributing to an overall increase in website conversions.

**Number of times customers found this listing by searching on Google Search or Maps



23%

Increase in the number of times listings have been viewed on Google Search or Maps.



30%

Increase in the total number of times customers have taken action on listings on Google Search or Maps.

*Results are based on 12 months of data, with virtual tours being active for at least six months.



Changing the way we view space

LCP360 and Lincoln Property Company collaborated on a case study that compared approximately 650 multifamily property listings that listed virtual tours with their Google My Business accounts to multifamily listings that did not have virtual tours listed.

“Potential apartment renters have more research and data resources at their fingertips than ever before. Their journey is multi-channel, cross-device, and is scattered in micro-moments throughout the day. We aren't given very much time to make a lasting impression and to stake our claim as their top choice,” says Sheri Killingsworth, VP of Marketing & Communications at Lincoln Property Company. “Engagement is key, and there is no better way to entice someone in the attract phase than with a well-produced virtual tour. By leveraging this technology, we not only increase leasing potential, but we also raise our visibility online. In partnership with LCP360, we are afforded a better opportunity to generate more traffic and earn additional leases.”

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In addition to the above findings, the research demonstrated that Google favors 360-degree scenes over still photography, with a 2:1 preference for thumbnail display on Google Map listings.

2:1