remarkably™

Case Study

GoldOller Real Estate Investments

"The biggest change is that our team can spend less time compiling reports and more time using the data to make decisions."

Q&A with Megan Hicks | Director of Marketing



GoldOller

Q. Before Remarkably, what was the hardest part of measuring your marketing performance?

A. "Our marketing data lived across multiple platforms, reports, and spreadsheets. A significant amount of time was spent gathering information, validating it, and manually connecting advertising spend to leads, tours, applications, and leases. We could see pieces of the story, but it was difficult to get one clear, consistent view of performance across the entire portfolio."

Q. What questions were you struggling to answer about your marketing performance, spend, and ROI?

A. "Some very practical questions: Which sources are actually producing leases? What are we paying for those results? Are we investing at the right level for each property? And where should we increase, reduce, or reallocate spend?"

Q. What does it look like now, in a post Remarkably world?

A. "Remarkably has brought our performance and cost metrics into one centralized platform, making it much easier to evaluate the full leasing funnel and compare results across properties and sources. Instead of relying on lead volume alone, we can make decisions based on the quality and cost of the outcomes each source is producing."

Q. What has changed as a result?

A. “Our team can spend less time compiling reports and more time using the data to make decisions. We now have a more consistent way to monitor performance, identify opportunities, and have stronger conversations with operations and ownership about marketing spend and ROI.”

Q. What did your pilot process look like?

A. “We initially tested with 12 properties. The value became clear enough during our initial rollout that we made the decision to expand Remarkably across the full GoldOller portfolio of 50+ properties. It has helped us create greater consistency in how we measure marketing performance and given us more confidence that our advertising decisions are backed by reliable, actionable data.”

> ***Remarkably has given us more confidence that our advertising decisions are backed by reliable, actionable data.”***
>
> **— Megan Hicks, Director of Marketing**

Q. How has Remarkably supported GoldOller beyond the platform itself?

A. “Remarkably has been a true partner throughout the entire process. Their team has taken the time to understand our portfolio, priorities, and the KPIs that matter most to GoldOller. They have worked closely with us to customize our dashboards, incorporate online reputation insights, and create reporting that better reflects how we evaluate performance.”

Q. What has the experience been like working with the Remarkably team?

A. “They have also been incredibly responsive to enhancement requests and thoughtful about training and supporting our teams through the rollout. We never feel like we are simply using an off-the-shelf platform. Remarkably continues to evolve alongside our needs and actively looks for ways to make the platform more valuable to our organization.”

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