

Arabella Apartments

"We have received a ton of traffic due to these mailers! It has really helped us a lot. The Cactus Mailing staff has been very prompt and courteous, our postcard design looks great and they are able to mail the cards out all over the city! The response is so great that we are ready to get started on another round!"

Ben Nida, Property Manager

About the Client

The Arabella Apartments community is beautiful and contemporary, with a BBQ and lounge areas, two pools and 24-hour fitness center. The apartments feature decks with creek views and are conveniently located close to work, shopping and play areas.

Direct Mail Marketing Goal

Obtain new tenants for vacant units.

Direct Mail Solution Provided by Cactus Mailing

We mailed out 5000 4x6 size postcards to tenants of competitor properties. The postcard highlighted features of the newly renovated units at Arabella, along with bullet points listing the amenities that are included such as the BBQ area, pools, fitness center, business center and decks with creek views. The mailer also included a special offer for new tenants to help drive greater response.

Postcard Marketing Results

Cost per Mailing: \$1953 for 5000 4x6 cards – including design, mailing list, printing, mailing services and postage

Response: the mailer produced 30-40 responses with a lifetime value of \$36,000 in revenue generated from new leases

Revenue: over \$18 generated for every \$1 spent on the marketing campaign

Request a Quote 

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