EXOedge

CASE STUDY

Business Support Services

# Optimizing Digital Tracking for a Multifamily Property Management Company

EXO Edge deployed a structured GTM & GA4 optimization programme for a leading U.S. multifamily operator — reviewing 3,900+ properties, auditing 10,000+ containers, and validating 150,000+ events to deliver accurate, portfolio-wide website digital journey attribution.

## 01 THE CHALLENGE

The U.S. property management industry increasingly depends on digital Search — over 70% of renter journeys begin online. Yet this operator's analytics ecosystem was fragmented, misconfigured, and unable to deliver the attribution intelligence needed to drive leasing performance. Missing accurate data on website traffic, inquiries, bookings, and BOT interactions.

### A Inconsistent Lead Tracking

- Apply Now, Call, Chat & Form events are missing
- No standard tracking across property sites
- Conversion data gaps across the portfolio

### B Limited Internal Resources

- Developers needed for minor tracking changes
- High cost and delay for every update
- No in-house GTM/GA4 capability

### C Data Accuracy Concerns

- Misconfigured GTM tags and triggers
- Missing conversion data & ROI gaps
- Underreported marketing performance

### D Vendor & Platform Changes

- Frequent website provider migrations
- Recurring analytics reconfiguration
- No scalable framework for new properties

## 02 EXO Edge - EXECUTION & SOLUTION

EXO Edge Business Support Services established a structured two-phase implementation framework — moving from initial audit and configuration through to full GA4 optimization and ongoing analytics support.

### Phase 1 Audit, Testing & Configuration

#### Access & Governance

- Established GTM & GA4 access controls
- Verified administrative permissions
- Consolidated tracking governance

#### Container Audit

- Imported & validated all GTM containers
- Reviewed all tags, triggers & variables
- Standardised implementation processes

#### Event Testing

- GTM Preview Mode & GA4 Real-Time testing
- Documented missing triggers & broken tags
- Created issue logs with remediation plans

### Phase 2 Remediation & GA4 Optimization

#### Tag & Trigger Corrections

- Fixed non-firing tags & missing triggers
- Updated event configurations
- Conducted full regression testing

#### GA4 Property Setup

- Created new GA4 properties per portfolio
- Configured event tracking architecture
- Verified GTM-to-GA4 data transmission

#### Ongoing Support

- New event implementations & chatbot integrations
- Vendor migrations & measurement ID updates
- Third-party access management & reporting

## 03 RESULTS & BUSINESS IMPACT

| 3,900+ | 66,000 | 99% | 10,000+ | 150,000+ |
|---|---|---|---|---|
| Properties & websites reviewed | Google Tags evaluated | Tags revised & updated | GTM containers Audited | Events tested & validated |

## STRATEGIC BUSINESS IMPACT

- **Improved Marketing Visibility**
  Reliable visibility into leasing funnel performance and marketing attribution across the full portfolio.
- **Faster Deployment Cycles**
  Tracking updates completed significantly faster — no longer dependent on developer teams.
- **Increased Data Accuracy**
  Eliminated non-firing tags and inconsistent event tracking for trusted conversion reporting.
- **Reduced Operational Burden**
  Internal marketing teams freed to focus on campaign strategy and leasing performance.
- **Scalable Portfolio Support**
  Repeatable framework for rapid onboarding of new properties and marketing initiatives.

> *"EXO Edge transformed our analytics from a reactive, developer-dependent process into a structured, scalable function. Portfolio-wide visibility was something we could only have dreamed of before.*
>
> — VP of Marketing, U.S. Multifamily Operator

### About EXO Edge

EXO Edge is a trusted transformation partner to 7 of the Top 10 NMHC 2026 property management companies. We deliver 40+ specialised offshore services across Finance & Accounting, IT Managed Services, Legal, HR & Talent Acquisition, and Business Support Services. Our 1,200+ qualified associates operate from a SOC 2- and ISO 27001-certified centre in U.S. business hours — helping clients scale with confidence and improve operational performance across their portfolios.

Great Place To Work. Certified DEC 2025-DEC 2026 INDIA

### Ready to Scale Digital Search Across Your Property Portfolio?

**Contact Us: sales@exoedge.com**