

# National Apartment Association

## APARTMENTALIZE

# Partnership Case Study

## Background

The National Apartment Association’s (NAA) flagship event, Apartmentalize, held annually in rotating cities, is the largest, most important annual gathering of rental housing professionals. The event attracts a mix of new and returning attendees from all parts of the country and a quality audience of decision-makers.

Pre-pandemic, NAA experienced year-over-year growth. The event took place virtually in 2020, with a successful return to in-person in 2021. The 2022 event marked the return to a full audience (and marketing campaign) with the goal of realistic growth over 2021, closer to the last pre-pandemic event in 2019.

In 2018, District Marketing Group (formerly Fixation Marketing), worked with NAA to rebrand the event to Apartmentalize (from the NAA Education Conference and Exhibition) to modernize and strengthen the position of the long-standing and popular event.

## Partner History

The District Marketing team and Bear Analytics have worked with NAA on their portfolio of events, with a focus on Apartmentalize, since 2015. This partnership has resulted in significant audience and revenue growth, outpacing industry benchmarks and internal NAA goals.

As NAA, District and Bear have worked together over the years, we’ve been able to integrate strategy with data to

- Develop strategic marketing plans driven by historical trends and audience behavior
  - Bear’s post-event attendee analysis provides topline and detailed findings on key trends in geography, loyalty, registration timing, revenue, and more. The report also provides initial insights, SWOT analysis, and key data points for the next year’s event (such as localist pool) to inform all marketing strategy and tactics.
- Discover, track and lean into real-time data trends that are happening organically
  - Real-time insights from Bear IQ provide detailed findings on target segment performance and identify areas of focus, which is key to agility.
  - The District team uses a constant flow of data to make decisions and change priority proactively – ensuring your marketing investment goes farther.
  - At any moment, the NAA team can see which companies are bringing groups vs. individual registrations, resulting in higher revenue from up selling.

Year	City	Total Attendance	% Change	Total Full Paid Attendance	% Change
2015	Las Vegas	9,058		4,310	
2016	San Francisco	9,116	1%	4,911	14%
2017	Atlanta	9,747	7%	4,453	-9%
2018	San Diego	9,951	2%	5,040	13%
2019	Denver	11,163	12%	5,577	11%
2020	N/A - Virtual Only	N/A	N/A	N/A	N/A
2021	Chicago	6,502*	N/A	2,938*	N/A
2022	San Diego	11,322	74%	5,170	76%

\*Planned reduction based on ongoing COVID-19 considerations and restrictions.

# Real Time Success

## APARTMENTALIZE 2022 Goal

Bring in 4,165 full paid attendance registrations  
(42% increase from 2021).

Taking a data-driven approach and empowered by the insights from Bear IQ, District mapped out the following campaign priorities and key objectives:

- Divide topline attendance goal into segmented growth personas with a focus on loyal attendees, groups, 2021 first-timers and West Coast prospects.
- Drive early registration to shift investment and improve pacing while understanding that attendee behavior post-pandemic would yield later registration for many who typically commit early on.
- Lead content with trends and thought leadership while clearly communicating San Diego health and safety requirements and the value of connection in-person.
- Continue to evolve digital media strategy and spend for performance and maximum conversions.
- Leverage Bear Analytics registration data and insights to guide targeting priorities, growth areas and to determine additional or pivoted outreach.

## Result

The 2022 event was a tremendous success, exceeding all registration and revenue goals and returning to pre-pandemic capacity with **5,170 FULL PAID ATTENDANCE REGISTRATIONS.**

Total registration was

**134% OF GOAL**



Total revenue was

**154% OF GOAL**



## Let's get started!

Powered by Bear IQ—and using District Marketing Group's event strategy rollout—clients can access:

- Real-time analytics
- Consolidated data for marketing execution
- Integrated KPIs to inform strategy and improve results
- Streamline processes and partners for audience growth

**Contact us** at [info@districtmarketinggroup.com](mailto:info@districtmarketinggroup.com) or [info@bearanalytics.com](mailto:info@bearanalytics.com) to learn more!