



CASE STUDY

kurie



The Metrics Every Marketer Wants: The Impact Retargeted Streaming TV Has on Multifamily Renters

This study establishes one of the first data-backed performance baselines for retargeted streaming TV in multifamily—providing marketers with a clearer understanding of what retargeting renters with streaming TV ads can achieve and a blueprint for how communities can easily maximize the value of their warm traffic with compelling video, consistent exposure, and campaigns that get you seen, not skipped.

CHALLENGE

As multifamily marketers increasingly shift toward warm-audience strategies, streaming TV has emerged as one of the most powerful channels for re-engaging high-intent website visitors. Yet despite growing adoption of streaming TV advertising, there has been no clear industry benchmark for retargeted streaming TV performance within the multifamily category.

SOLUTION

To help close that gap, Kurie conducted a multi-month analysis across multiple properties in varied markets to understand what strong cost efficiency, conversion performance, and sustained delivery look like for retargeted streaming TV campaigns. The study focuses on a Kurie ReTV® package, a \$450 monthly investment that includes a \$260 *media budget*, a new streaming TV commercial each month, and a tailored video strategy playbook.

RESULTS

\$.04-\$.09

Cost Per Commercial View

\$13.95

Cost Per Conversion As Low As

98%

Video Completion Rate

3,000+

Monthly Commercial Views Per Campaign



"Streaming video has been on our roadmap for some time, but we hadn't found the right fit until ReTV. They made it incredibly easy to get started and just as easy to roll out across more communities as we needed. We're already seeing the impact with stronger brand visibility, increased website traffic, and more qualified prospects entering the funnel. What I appreciate most is how ReTV helps us show up differently, especially this time of year when everyone is watching more TV and the competition for attention is even higher. It's a simple but high-impact layer that keeps our communities memorable in a very crowded market."

— **Karen Zapkowski, Marketing Strategist, Towne Properties**

THE CHALLENGE

Multifamily marketers often rely on retargeting tactics to re-engage high-intent website visitors. But until now, no established benchmark existed for retargeted streaming TV across FAST (free ad-supported television) or premium CTV channels.

Without industry standards, marketers have lacked clear expectations around:

- What a strong cost per view (CPV) looks like
- What conversion performance to expect
- How Kurie ReTV® (retargeted streaming TV) compares to other remarketing channels

That's why Kurie created the industry's first benchmark study—so multifamily marketers can understand what strong retargeted streaming TV performance looks like and how to replicate it.

THE SOLUTION

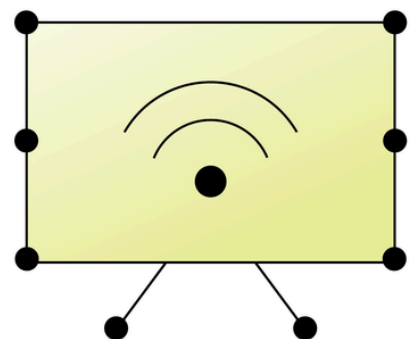
To build these benchmarks, we analyzed ReTV® performance across multiple multifamily properties nationwide. The study included:

- **9 months** of continuous campaign data
- Consistent monthly media spend of **\$260 per property**
- A **mix of geographic markets**, renter audiences, and asset types
- **Kurie ReTV® (streaming TV retargeting) videos ads** delivered to warm website visitors
- Commercials served across **200+ FAST and premium CTV channels**, including platforms such as Tubi, Sling, Disney+, Hulu, and HBO Max

This analysis provides one of the first comprehensive performance snapshots of **warm-audience retargeting via CTV** in the multifamily space.

What is Kurie ReTV®?

ReTV® delivers un-skippable streaming TV ads to renters who've already visited your website—putting your brand back in front of warm leads while they watch their favorite shows, keeping you top-of-mind, and nudging them closer to scheduling a tour or signing a lease.



THE RESULTS

Cost Efficiency

Across all communities, ReTV® delivered exceptional cost efficiency:

Cost Per View (CPV): \$0.04–\$0.09

Video Completion Rate: 98%+ across every campaign, 2% paused or muted

Key Insight:

High-impact exposure at a fraction of the cost. Because ReTV® delivers premium, un-skippable placements at \$0.04–\$0.09 per view, communities can afford far more high-quality impressions to their warmest leads—giving them more chances to convert without inflating budget.

Conversion Performance

With modest monthly spend, ReTV® consistently drove meaningful renter actions:

- **9 web conversions per month** on average, with **some locations achieving 30+ monthly web conversions**
- **Strong Cost Per Acquisition (CPA)** among top performers: **Just \$13.95 per conversion**
- Even higher CPA properties still **performed competitively** compared to other paid warm-funnel channels

Key Insight:

High-intent lead nurturing at an unmatched cost. With CPAs as low as \$13.95, ReTV® delivers qualified, bottom-funnel actions at a fraction of what most paid channels require—making it one of the most efficient ways to turn warm traffic into leads your leasing teams can actually close.

**Tracked conversions included renter actions indicating intent, such as application fills, phone number clicks, lead form submissions, and tour scheduling.*

Sustained Delivery & Performance

ReTV® maintained strong and stable delivery throughout all markets:

- **3,000+ completed commercial views** every month per property
- **Stable warm-audience performance** even during slow or volatile leasing periods
- **No decline in volume** or completion rate over time

Key Insight:

Even when prospect activity dips across other channels, **ReTV® keeps your brand in front of renters who already showed interest**—ensuring you're not forgotten during the long stretch between their first visit and final decision.

BENCHMARKS



\$0.04-\$0.09

Cost Per View



CPA As Low As

\$13.95



3,000+

Monthly Commercial Views



98%

Video Completion Rate

“Kurie makes it easy to reach renters on Streaming TV. Their un-skippable ads showcase our property to prospects and give us a competitive edge, driving traffic and making a lasting impression.”

— Jaclyn Hosking, Director, Acquisition Marketing, Bozzuto

KEY TAKEAWAYS

1. ReTV® Monetizes the Warm Funnel

Most website visitors leave without converting — but with Kurie ReTV®, they don't disappear. ReTV® reconnects with warm audiences and transforms those visits into measurable impact:

- Guaranteed full-length commercial views for as low as \$0.04 per view, ensuring your message is actually seen
- Higher likelihood of conversion by staying in front of renters who already know your brand
- Lower cost per re-engagement compared to traditional remarketing campaigns

2. Premium Streaming TV, Without the Premium Price

\$0.04–\$0.09 CPV is highly competitive within the premium streaming ecosystem, outperforming what many multifamily marketers typically see from CTV-based warm-audience campaigns.

3. Predictable, Scalable, Always-On Engagement

ReTV® delivers thousands of completed views monthly, even when leasing activity slows — providing stability in uncertain cycles.

CONCLUSION

This study shows that **ReTV® is a highly efficient and consistently strong warm-audience channel** for multifamily communities. With competitive CPVs, high video completion rates, and steady month-over-month conversions, ReTV® helps **recapture high-intent renters who might otherwise be lost**.

ReTV® also **fills a critical gap in the leasing funnel**, offering an **affordable, always-on** way to stay visible during the decision window. Its **stability across seasons and markets** makes it a dependable warm-audience strategy.

As multifamily marketing evolves, these **benchmarks set a new standard for streaming TV retargeting** and provide a clear blueprint for maximizing warm traffic through compelling creative, consistent exposure, and cost-efficient remarketing.

[\[Click here to learn more about Kurie ReTV®\]](#)