

THE MOBILE REVOLUTION IN STUDENT HOUSING

MOBILE EXCEEDS DESKTOP TRAFFIC ON STUDENT HOUSING WEBSITES

FOR MANY STUDENT HOUSING PROFESSIONALS, MOBILE HAS ALWAYS BEEN AN AFTERTHOUGHT. MOBILE-FRIENDLY WEBSITES, OUTREACH TARGETED TO MOBILE DEVICES, AND ONLINE LISTINGS LIKE GOOGLE MAPS ARE NOT ALWAYS A PART OF THE DISCUSSION WHEN MANAGING A PROPERTY. HOWEVER, NEW DATA SHOWS THAT THE MOBILE LANDSCAPE CAN NO LONGER BE IGNORED.

51.92% OF STUDENT HOUSING WEBSITE TRAFFIC COMES FROM MOBILE DEVICES

We analyzed the 2016 website data from 36 student housing properties across the U.S. The data showed that mobile accounted for 51.92% of all website traffic.¹ Such a high percentage of mobile traffic indicates a fundamental shift - a "revolution" so to speak - in the way that student housing professionals are forced to look at mobile devices.

Data released in 2014 from Think with Google shows that "millennials are more than twice as likely as the average person in the U.S. to explore real estate information on a mobile device."² With Generation Z now knocking on the doors of the student housing industry, it's no surprise that mobile would surface as the preferred avenue for real estate searchers.



WHERE IS THIS MOBILE TRAFFIC COMING FROM?

CHANNELS

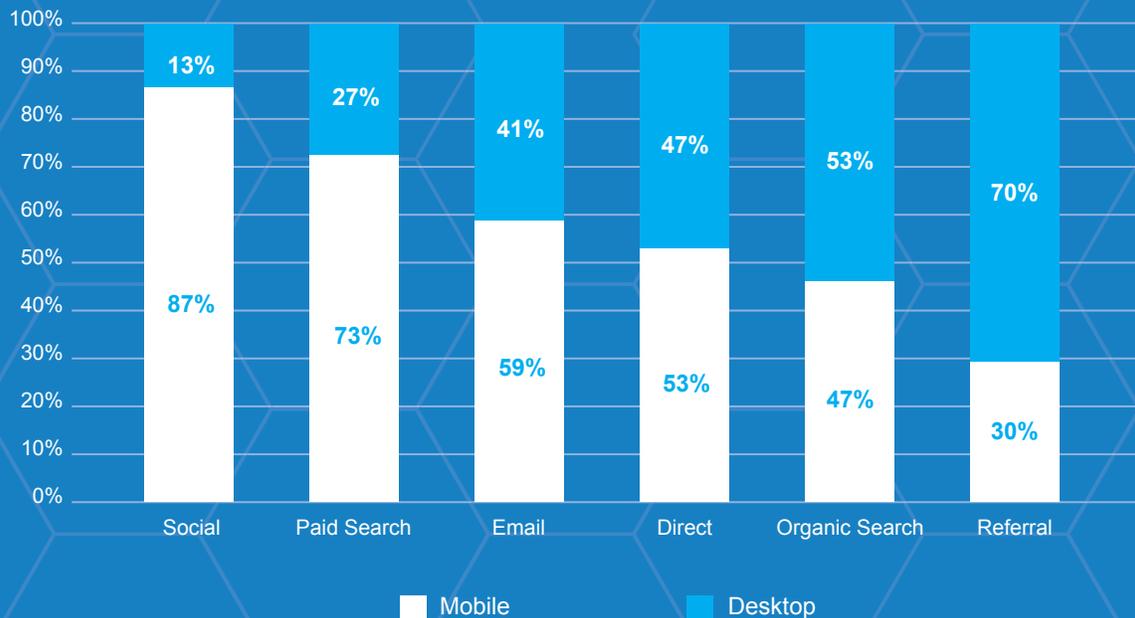
With mobile traffic at such a high percentage, it's only fair to ask where this traffic is coming from. We analyzed the top channels from mobile data to identify the percentage of mobile vs. desktop traffic. For four out of six channels, mobile traffic exceeded desktop traffic.

The top three channels by percentage of mobile traffic were social (87%), paid search (73%), and email (59%). Since all three of these channels involve some sort of outreach by the property, mobile traffic is a huge consideration for student housing marketers and managers when connecting with their audience. The next two channels, direct (53%) and organic search (47%), showed mobile traffic at about half, and referral (30%) traffic was the only channel where desktop traffic exceeded mobile by more than 5%.

TOP DEVICES

Of the mobile devices that brought traffic to the websites, most users viewed them on an iPhone (33.61%), making it the most important device to keep in mind when considering mobile. Samsung Galaxy (8.59%) accounted for the second highest amount of traffic. iPad (3.04%) and LG (2.03%) were the only two other devices that accounted for over 1% of traffic.

Percentage of Mobile vs. Desktop Traffic By Channel



Top Devices

DEVICE	% OF TOTAL
iPhone	33.61%
Samsung Galaxy	8.59%
iPad	3.04%
LG	2.03%
Motorola	0.73%
HTC	0.59%
Microsoft	0.36%
Google	0.30%

HOW TO KEEP

UP WITH MOBILE

THE MOBILE REVOLUTION CHANGES THE WAY THAT STUDENT HOUSING MANAGERS, MARKETERS, AND OWNERS SHOULD LOOK AT MOBILE DEVICES. ACCORDING TO A STUDY FROM THINK WITH GOOGLE RELEASED IN MAY 2016, "76% OF PEOPLE WHO SEARCH ON THEIR SMARTPHONES FOR SOMETHING NEARBY VISIT A BUSINESS WITHIN A DAY."³ KEEPING PACE WITH THE MOBILE WORLD CAN MEAN REAL CUSTOMERS WALKING THROUGH YOUR DOOR.

Here are 8 tips to increase your mobile exposure:

1. BE PRESENT ON SOCIAL MEDIA

With 87% of social media traffic coming from mobile devices, it's key for student housing properties to stay on top of social media. Posting consistently on social media channels will help keep your property top of mind for your followers.

2. HAVE A MOBILE-FRIENDLY WEBSITE

Your website is the place your prospects can go to learn everything they need to know about your property. And, without a mobile-friendly website, Google will likely not show your website in mobile search results.

3. GET LISTED IN GOOGLE MAPS

Google Maps accounts for a large percentage of mobile website traffic for local businesses. Make sure that your property is listed in Google My Business so that you'll show up when your customers are searching for your location.

4. GET LISTED IN OTHER DIRECTORIES

Google Maps does not account for all traffic from directories. Getting listed in Yelp, Yellow Pages, Apple Maps, Foursquare, and any other directories that you can will significantly improve your local search presence.

5. PERFORM MOBILE-TARGETED MARKETING OUTREACH

Mobile outreach is more important than ever. Mobile-friendly marketing campaigns can increase brand awareness significantly more than desktop. Staying in front of your prospects when they're on the go keeps you top of mind.

6. ADVERTISE ON MOBILE-FRIENDLY CHANNELS

Advertising your property on mobile-friendly channels like paid search, social media, online directories, and the Google Display Network ensures that you reach your audience where they are, when they're looking.

7. HAVE A MOBILE APP

Don't forget about residents when considering mobile. Having a mobile app allows your residents to easily access everything that they need to know about your property. Mobile apps can even provide your residents with a better living experience through reward programs, hot spot maps, offers from local businesses, and much more.

8. INCLUDE MOBILE AS PART OF INTEGRATED CAMPAIGNS

It is important to include mobile as part of your more comprehensive cross-media campaigns. Sharing one offer across social, email, mobile, print pieces, and your website is a great way to keep in front of audiences where they are and on their terms.

IN CONCLUSION

Ultimately, keeping up with the mobile world means simply keeping it in mind when you're performing outreach and managing your property. Ensuring that you have all of the pieces of the mobile puzzle will mean that all of your efforts will be more effective and reach more people.

¹References to "mobile" data in this report include traffic from both mobile devices and tablets. Website data analyzed among 36 properties in the Catalyst portfolio between June 2 and December 23, 2016.

²<https://www.thinkwithgoogle.com/data-gallery/detail/millennials-explore-real-estate-info-mobile-2014/>

³<https://www.thinkwithgoogle.com/infographics/mobile-search-trends-consumers-to-stores.html>





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