

Eagle Suites PMAx Campaign Build Sheet

Date: 04/22/2026 Prepared for: Bill Purpose: Translate the Eagle Suites PMAx Playbook into a direct build sheet a marketing operator can implement.

1. Campaign Setup

Campaign Name - Eagle Suites | PMAx | Apartment Alternative | Monthly / Extended Stay

Primary Goal - Qualified monthly / extended-stay resident leads

Bidding Objective - Maximize conversions initially - Shift toward maximize conversion value or tighter CPA control only after qualified-lead data is stable

Primary Conversion - Qualified lead form submission - Qualified phone call above duration threshold - Tour / appointment request if tracked correctly

Secondary Conversion - Raw inquiry form - Click-to-call - Directions / map click

Do Not Use as Primary Optimization Event - page views - short calls - general button clicks - low-intent contact events

2. Budget Allocation

Recommended Starting Split

- Affordable Apartment Seekers: **55%**
- Fixed Income / Predictable Budget: **15%**
- Relocation / Transition: **10%**
- Pet-Friendly: **10%**
- Low Barrier / Second Chance: **10%**

Budget Rule

If low-barrier demand produces weak approvals, poor payment quality, or short-stay behavior, cut that group first and move budget back into Affordable Apartment Seekers and Fixed Income.

3. Asset Group Build

Asset Group 1: Affordable Apartment Seekers (Core)

Role - Highest-budget core demand capture

Audience Signals / Search Themes - cheap apartments near me - studio apartments under \$1000 - all utilities included apartments - apartments with utilities included - affordable monthly housing - monthly rentals no lease - apartments for rent - residential properties

Message Angle - one simple monthly price - all utilities included - better value than a traditional apartment lease

Approved Headlines 1. Affordable Living, One Simple Price 2. All Utilities Included, No Extra Bills 3. Live Comfortably Without High Rent 4. Better Than a Traditional Apartment 5. Move In Without Expensive Deposits 6. Simple Monthly Living, No Surprises 7. Skip the Lease, Keep the Savings 8. Your Affordable Housing Solution 9. Comfortable Suites at a Better Value 10. No Hidden Costs, Just One Payment 11. Save More Every Month on Housing 12. Flexible Living That Fits Your Budget 13. A Smarter Alternative to Renting 14. Spacious Living Without High Costs 15. Call Now for Availability

Approved Descriptions - All utilities are included in one simple monthly rate with no hidden fees. - Enjoy affordable living without the high cost of a traditional apartment. - Move in fast with flexible options and everything you need already included. - Save money every month with predictable housing costs and no surprise bills. - Call today to check availability and secure your new place to live.

Landing Page Match - Core affordable apartment-alternative page

Asset Group 2: Fixed Income / Predictable Budget

Role - Stable, lower-volatility demand

Audience Signals / Search Themes - affordable housing for seniors - fixed income housing options - low cost living apartments - one payment housing - all bills paid apartments

Message Angle - predictable monthly cost - no surprise utility bills - budget stability

Approved Headlines 1. One Monthly Payment, All Included 2. No Utility Bills, No Surprises 3. Perfect for Fixed Income Living 4. Simple, Predictable Monthly Costs 5. Stay Within Budget Every Month 6. Affordable Living You Can Count On 7. No Extra Fees, Just One Price 8. Easy Living With Everything Included 9. Budget-Friendly Housing Option 10. Comfortable Living Without Financial Stress 11. All-Inclusive Living Made Simple 12. Keep Your Costs Predictable 13. Worry-Free Monthly Living 14. Call Today for Current Availability 15. A Smarter Way to Manage Housing Costs

Approved Descriptions - One simple monthly payment covers housing and utilities. - No surprise bills, perfect for predictable budgeting. - Comfortable living designed for affordability and peace of mind. - Everything is included so you can focus on what matters most. - Call now to learn more about current availability.

Landing Page Match - Fixed-income / predictable budget page

Asset Group 3: Relocation / Transition

Role - Transition-stage demand with strong move-in intent

Audience Signals / Search Themes - temporary housing while relocating - move to [city] housing - short term apartment while moving - relocating housing options - flexible monthly housing

Message Angle - stable landing space - easy move-in during transition - flexible housing without hotel framing

Approved Headlines 1. Settle In While You Transition 2. Flexible Living While You Relocate 3. Start Fresh With Easy Move-In 4. A Comfortable Place to Land 5. Move Without the Stress 6. Temporary Housing Made Simple 7. Everything You Need, Already Included 8. Flexible Living for Life Transitions 9. Easy Move-In During Your Next Chapter 10. Stay Comfortable While You Get Settled 11. Hassle-Free Housing During Your Move 12. A Smart Option While Relocating 13. Move In Quickly and Comfortably 14. Call Now for Immediate Availability 15. Simple Housing When You Need It Most

Approved Descriptions - A comfortable place to stay while you transition to your next home. - Flexible living with everything included so you can focus on your move. - Move in quickly and settle in without long-term apartment friction. - Ideal for relocation, job changes, or life transitions. - Call today to check availability and get started.

Landing Page Match - Relocation / transition page

Asset Group 4: Pet-Friendly

Role - High-converting niche, emotional and financial relief

Audience Signals / Search Themes - pet friendly apartments near me - apartments no pet fees
- dog friendly rentals - cat friendly rentals - pet friendly monthly housing

Message Angle - easier move-in with pets - lower pet friction - financial relief versus pet-rent-heavy apartments

Approved Headlines 1. Pets Stay Free 2. No Pet Fees, Ever 3. Bring Your Pet at No Extra Cost 4. Pet-Friendly Living Made Easy 5. No Pet Rent, No Hidden Fees 6. Your Pet Is Welcome Here 7. Live Comfortably With Your Pet 8. Affordable Living for You and Your Pet 9. Skip Expensive Pet Deposits 10. A Home for You and Your Pet 11. Pet-Friendly Without the Extra Cost 12. Move In With Your Pet Today 13. Comfortable Living for Pet Owners 14. Call Now to Check Availability 15. Finally, Housing That Welcomes Pets

Approved Descriptions - Pets are welcome with no extra fees or deposits required. - Enjoy affordable living without paying extra for your pet. - A comfortable space for both you and your pet. - Skip pet rent and move in with ease. - Call today to confirm pet-friendly availability.

Landing Page Match - Pet-friendly housing page

Asset Group 5: Low Barrier / Second Chance

Role - Controlled expansion lane only

Audience Signals / Search Themes - second chance apartments - rent with bad credit - simple approval housing - affordable housing with flexible approval

Message Angle - easy move-in - accessible approval path - simple process

Approved Headlines 1. Housing Made Simple 2. Move In Without the Hassle 3. Easy Approval, Easy Move-In 4. Simple Housing Solutions That Work 5. Start Fresh With Simple Housing 6. Move In This Week, Call Now 7. Affordable Living Without Barriers 8. Your Fresh Start Begins Here 9. Flexible Housing Options Available 10. Speak With Our Team Today

Approved Descriptions - Speak with our team about simple move-in options and current availability. - A straightforward, affordable housing option designed to reduce friction. - Get the space you need without a complicated process. - A flexible option for people needing a fresh start. - Call today and talk with our team about available options.

Compliance Guardrail Avoid these phrases unless approved by counsel and platform policy review: - no background check - guaranteed approval - no credit check required

Landing Page Match - Flexible approval / second-chance page with careful legal review

4. Negative Signals / Exclusions

Exclude or Suppress

- hotel
- motel
- nightly stay
- vacation stay
- weekend getaway
- resort
- tourism
- luxury apartments
- Airbnb-style intent
- corporate travel lodging

Messaging Exclusions

Do not use copy that makes Eagle feel like: - vacation lodging - temporary tourist lodging - a cheap motel - emergency-only housing

5. Geo Rules

Starting Geo Radius

- 15 to 25 miles around each property, adjusted by density

Expansion Rule

Widen only if: - qualified lead quality remains strong - close rate holds - cost per qualified lead stays acceptable

6. Landing Page Map

Page 1: Core Affordable Housing Page

Support: - Asset Group 1 - Asset Group 2 partly

Page 2: Predictable Budget / Fixed Income Page

Support: - Asset Group 2

Page 3: Relocation / Transition Page

Support: - Asset Group 3

Page 4: Pet-Friendly Page

Support: - Asset Group 4

Page 5: Flexible Approval Page

Support: - Asset Group 5

7. Required Page Elements

Each page should contain: - apartment-alternative framing - utilities included message when true - clear monthly cost positioning - easy move-in CTA - phone number above the fold - lead form above the fold - FAQ section - trust and cleanliness visuals - actual availability CTA

8. Creative / Visual Rules

Use

- clean room / suite visuals
- livable interiors
- practical comfort
- calm, stable housing imagery

Avoid

- travel imagery
- pool / vacation cues

- check-in desk feel
 - business-hotel styling
 - leisure-first photography
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9. Launch Checklist

Before launch: - confirm final conversion events - confirm call tracking - confirm landing pages exist and match each asset group - confirm exclusions are loaded - confirm phone answering process is live - confirm availability workflow is current - confirm pet policy wording is accurate - confirm approval-language compliance

10. Optimization Rules

Review Twice Weekly for First 30 Days

Track: - spend by asset group - leads by asset group - qualified leads by asset group - cost per qualified lead - call quality - obvious junk lead patterns

Cut First If Quality Drops

1. Low Barrier / Second Chance
2. Pet-Friendly, if volume is weak quality
3. Relocation, if it drifts toward short-stay intent

Scale First If Quality Holds

1. Affordable Apartment Seekers
 2. Fixed Income / Predictable Budget
 3. Relocation / Transition
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11. Decision Rules

Keep / Scale

- strong qualified lead rate
- stable payment quality
- longer-stay resident fit
- acceptable cost per qualified lead

Reduce / Pause

- high volume, low approval
- weak call quality
- tourism / hotel leakage
- short-stay lead patterns
- obvious low-quality source drift

12. Final Operator Note

This build sheet should be treated as the current approved operating baseline.

If Eagle wants better lead quality, the campaign must be managed like a resident-acquisition machine, not just an ad account.