

Google Insights: The Future of Multifamily Search, Advertising and AI



Charly Rubio

Regional Product Lead,
AI-Powered Ads [Google](#)



Josh Albrechtsen

SVP, Front Office Products
[RealPage](#)



Google Partner

PREMIER 2025

The shift to AI

1. Internet

2. Mobile

3. AI

AI is the next big shift

Google pioneered AI advances for a decade



2017
Transformer



2018
BERT



2019
T5



2020
LaMDA



2021
AlphaFold



2022
PaLM



2023
Bard



Search remains **Google's biggest moonshot**

“



“The ultimate [search engine](#) would understand exactly what you meant and give you back exactly what you want.”

[Larry Page](#)

Co-founder, Google and Alphabet

15%



of searches we see
every day **are new**



best gifts for 2 year olds who love vacuum cleaners, Mickey Mouse, and country music



Queries are getting longer and more complex — like 10 searches in 1

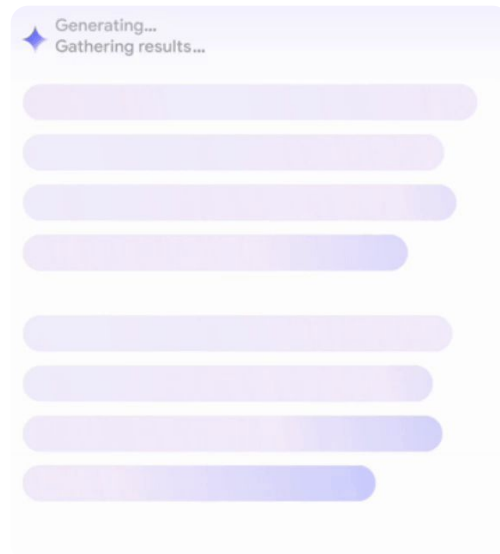


With AI, Google Search is evolving in **two major ways**

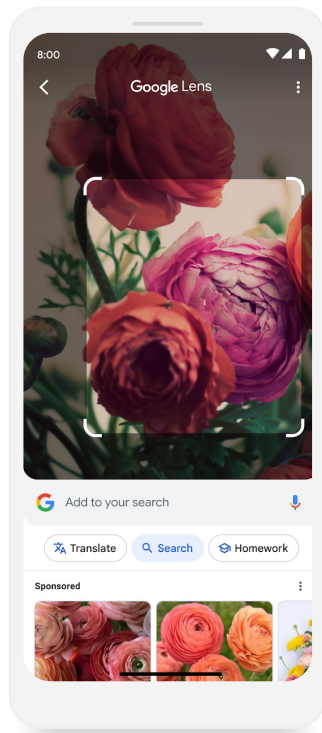
The **questions** you can ask



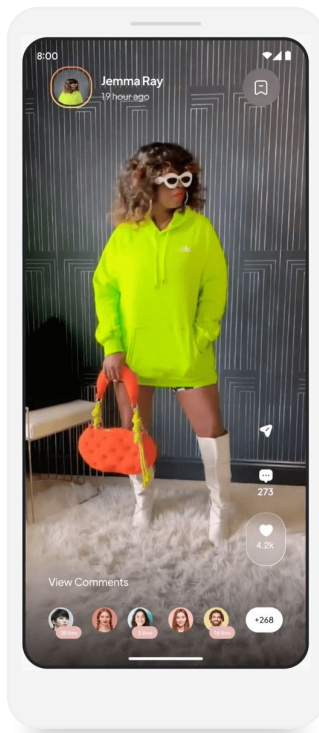
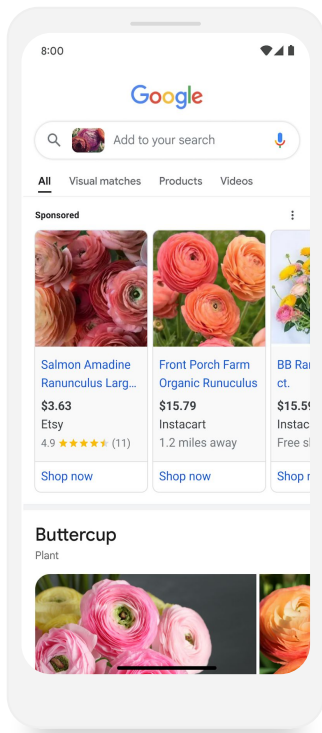
The **results** Google provides



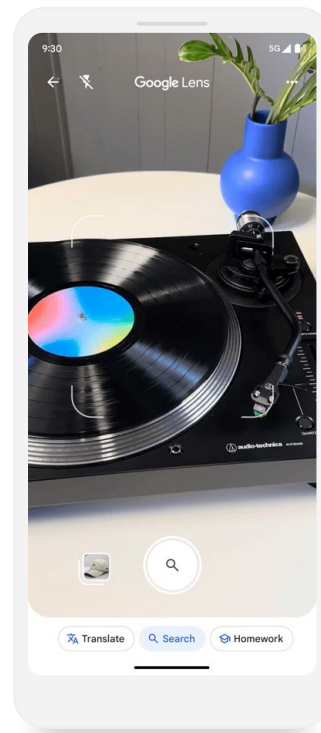
Search with **text...** and **voice, image and video**



Lens



Circle to Search

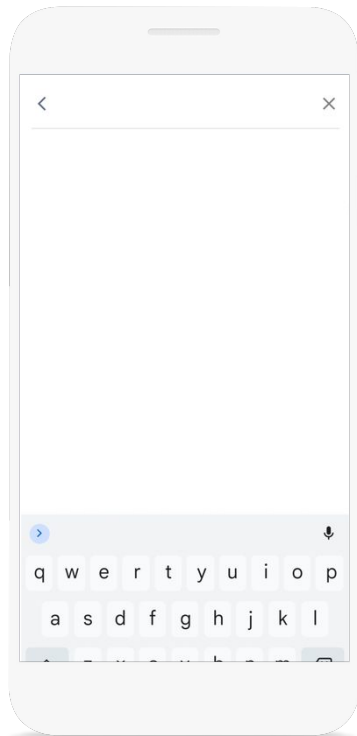
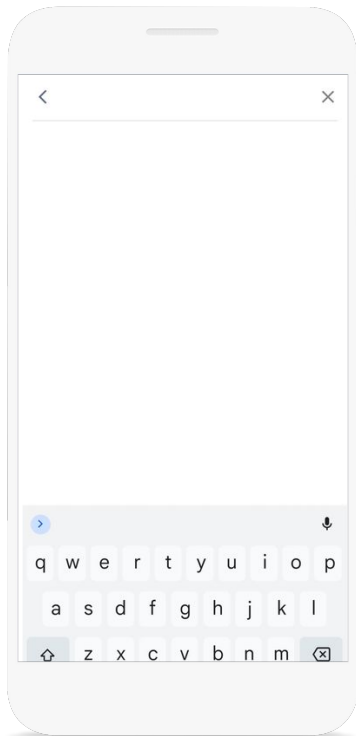


Voice & Video

AI Overview can answer more complicated questions



**More
comprehensive
answers**



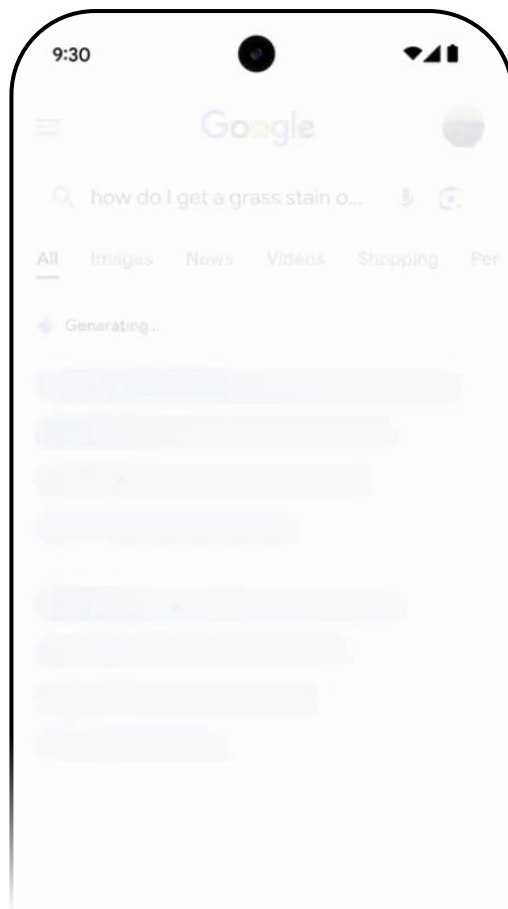
**AI-organized
results page
for discovery
& inspiration**

With AI Overviews, we're seeing consumers

- ✓ Search more and are more satisfied with their results
- ✓ Visit a greater diversity of websites for help
- ✓ Click more links and spend more time on the destination sites

Google remains focused on sending valuable traffic to publishers and creators

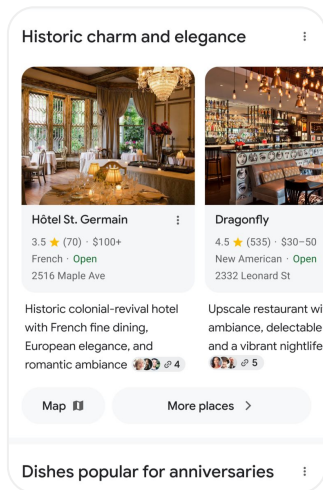
Ads within



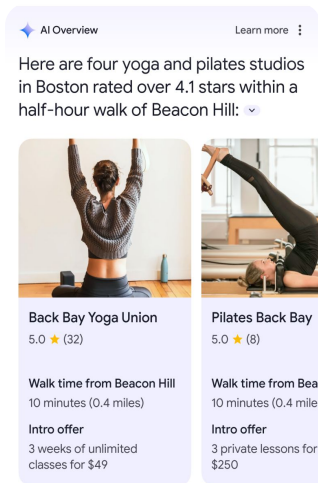
AI Overviews

So what do these changes mean for you?

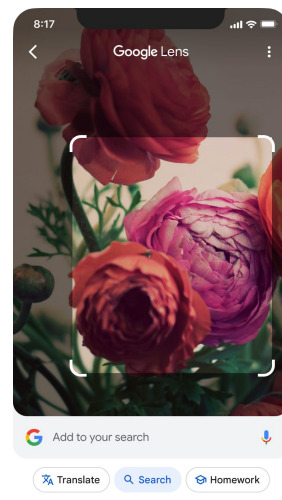
Reach customers
in **new moments**
of exploration



Reach customers
with **greater**
expressed intent



Reach customers
in **moments of**
visual interest

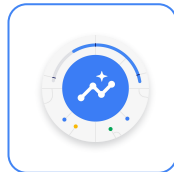


How AI is changing Marketing



The biggest reported revenue effects of AI are found in marketing and sales¹

AI-enabled advertising will be **90% of all advertising** by 2027²



Source: 1. The state of AI in 2022 report, McKinsey. 2. GroupM. AI Powered = Fully automated across inventory (e.g. Performance Max, App Campaigns, SSC) and Fully automated, inventory specific (e.g. Search with autobid, creative and targeting). Details.

Today's consumer is **seamlessly** and **simultaneously** moving across **4 key behaviors**



The pace of change is only **accelerating.**

Leveraging AI effectively
is the only way to keep
pace with the change.

Google and YouTube get you in front of customers across their different behaviours....

Streaming

YouTube continues to be **#1 in TV & streaming**, bringing in a new era of entertainment

Scrolling

YouTube Select Shorts Ads are viewed **90% longer**, are better liked, and are more personally relevant than ads on TikTok

Searching

Gen Z are heavy users of Google Search; signed in users aged 18-24 issue more queries each day than other age groups

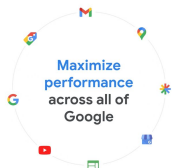
Shopping

80% of Gen Z turn to Google for discovering, researching and purchasing

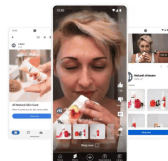
And **the AI** help you reach them while they are there...



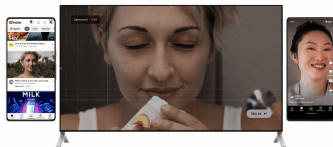
Broad Match



Performance Max



Demand Gen



In-stream
Skippable and bumper

Video View



Video Reach

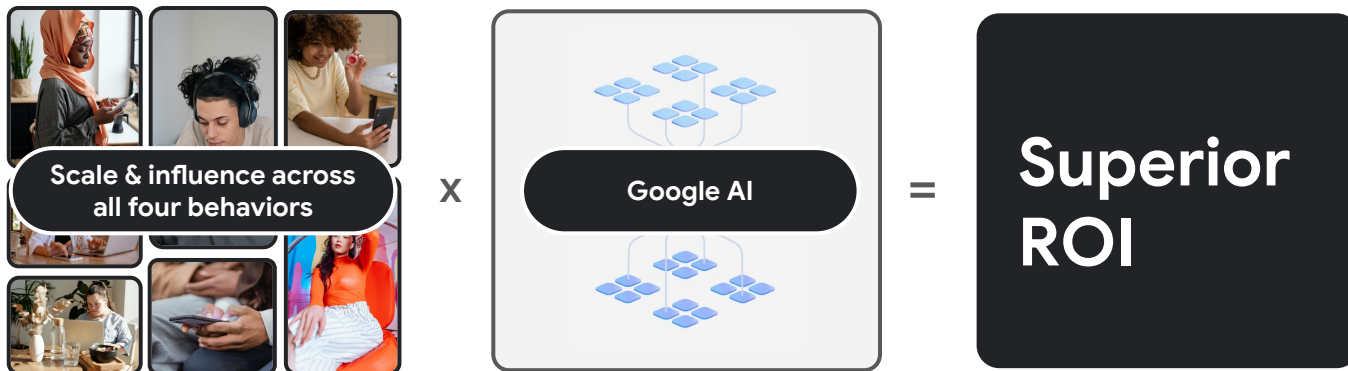
Premium

Advertisers are more likely to say Google Search provides a good ROAS **more than any other paid advertising platform**

YouTube drives **higher long-term ROAS** than TV, online video, and paid social

SOURCES: 1. Google/Ipsos/Kantar, AdsGeist Wave 1 2024, US, UK, DE, FR, CA, BR, AU, JP, CN, IN, 2024, n=4,096 media decision makers/influencers, May-August 2024. 2. YouTube vs TV (1.89x); YouTube vs other online video (2.1x); YouTube vs Paid Social (2.3x); Equity-to-Sales MMM Meta Analysis commissioned by Google, covering a 2-year measurement period of 20 CPG brands from across the 2021-2023 timeframe. "Long-term ROAS" is defined as impact of each marketing channel in driving brand equity & this brand equity's impact in driving sales, relative to the marketing channel's media spend

Your modern marketing formula



AI-powered search ads: a combination of products that can help drive conversions

(and AI has been in these products for a long time - before we called it AI!)



Broad match

Finds new, high-performing queries and emerging trends



Smart Bidding

Delivers the right bid for each query at the right price



Responsive search ads

Automatically assembles the most relevant creative, even helping you show for new queries, including ACA!

AI to maximize business results

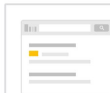
Performance Max: Cast a relevant, and wider net



Use **Performance Max** to discover new customers and multiply conversions across Google's full range of channels.



Select a campaign type



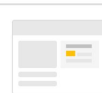
Search

Get in front of high-intent customers at the right time on Google Search



Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



Display

Reach customers across 3 million sites and apps with engaging creative



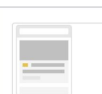
Shopping

Showcase your products to shoppers as they explore what to buy



Video

Reach viewers on YouTube and get conversions

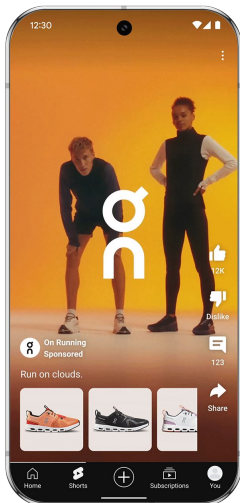


Discovery

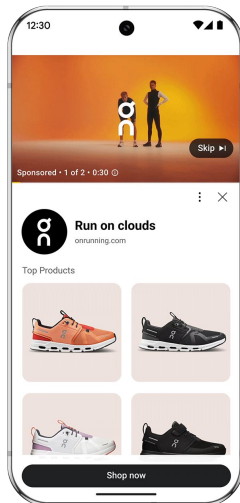
Run ads on YouTube, Gmail, Discover, and more

18% more conversions at a similar cost per action*

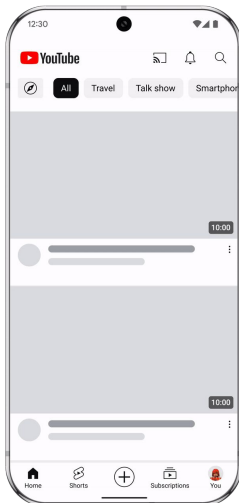
Demand Gen: Tap into the **power** of YouTube and **expand impact** to more visual surfaces across Google



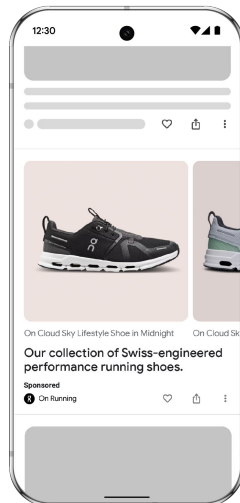
YouTube Shorts



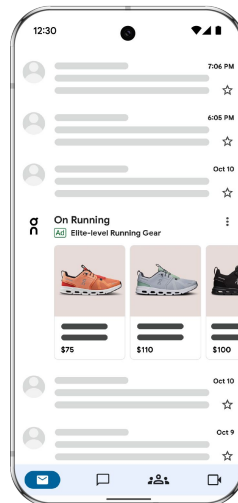
YouTube in-stream



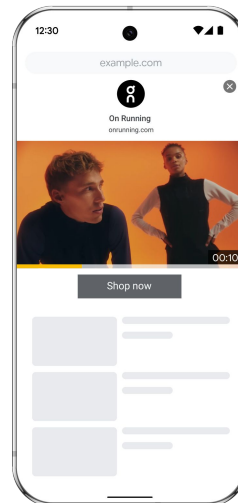
YouTube in-feed



Discover



Gmail



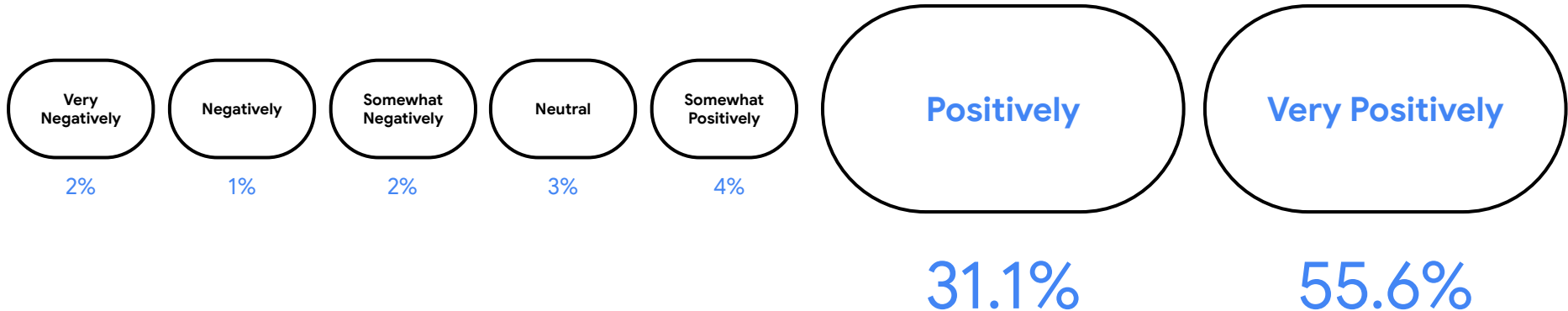
Google video partners



The .∴REALPAGE[®] Point of View on AI and Marketing

RealPage surveyed ~100 property staff:

How do you feel about AI capabilities, tools & tech?



RealPage surveyed ~100 property staff:

What tasks would you delegate to AI?

top 3 of 10 answers were:

Answering Inquiries

40.0%

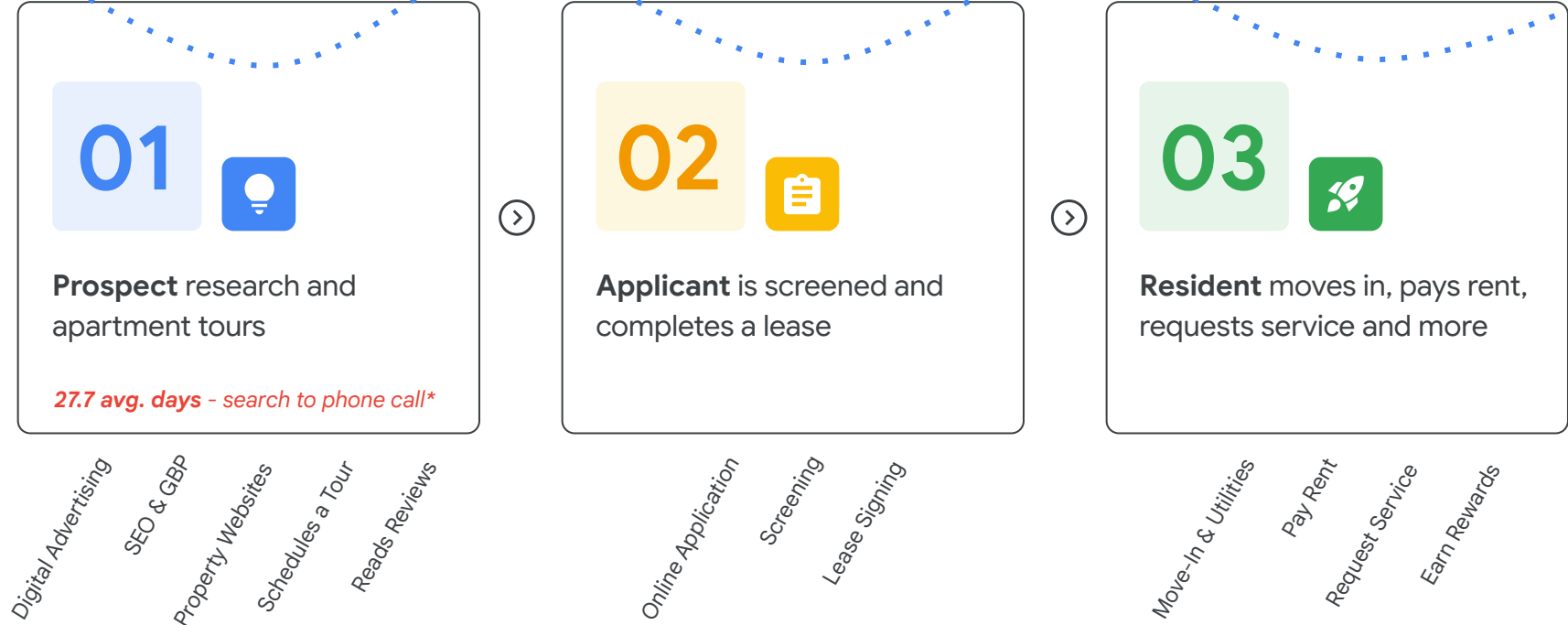
Lease Preparation

43.3%

Resident Communication

40.0%

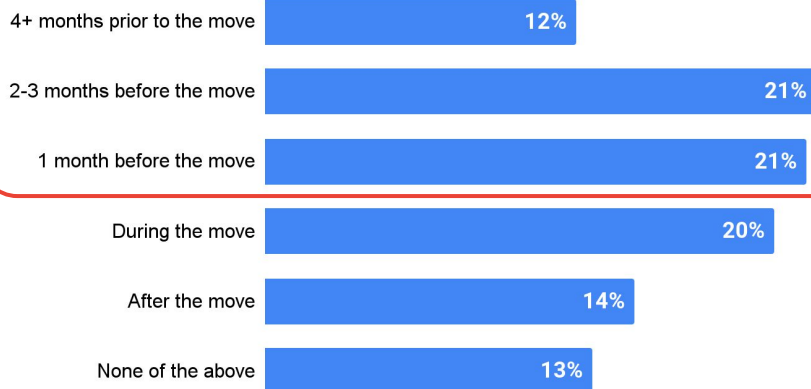
The renter journey is complex: AI helps renters at each stage to research, apply, and live everyday life easier



Most movers begin searching for services 1+ months before their move begins



When you recently moved,
when did you start researching
new services?



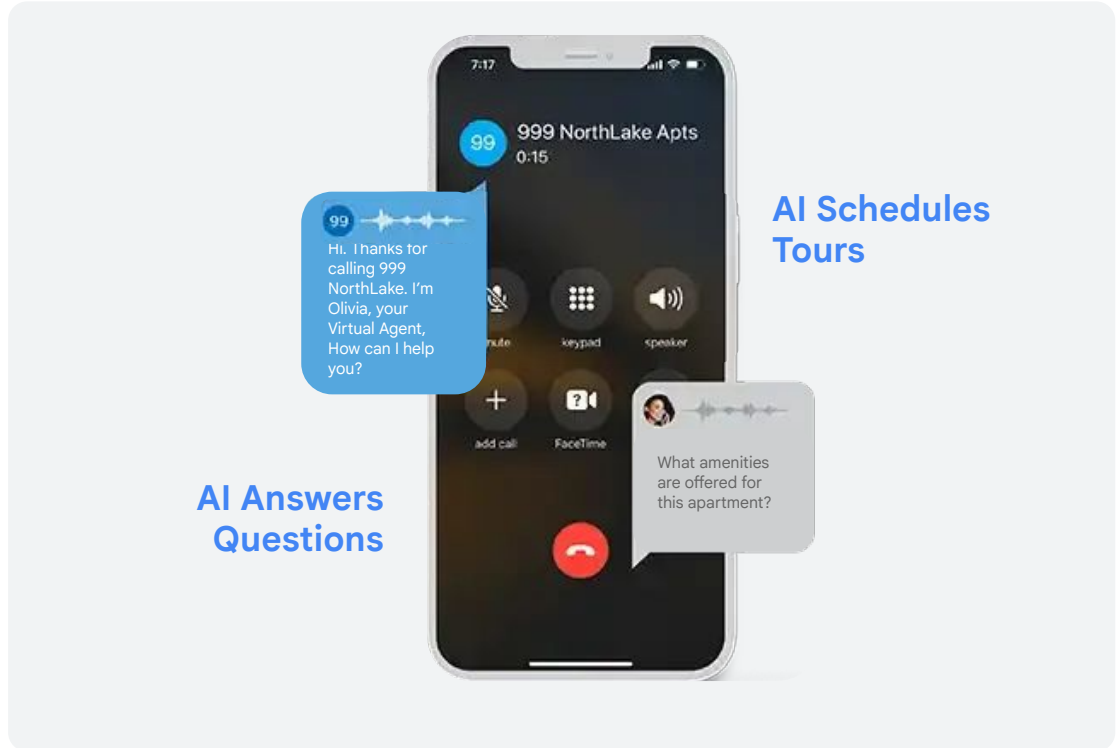
% of Respondents

Stage 01 - researching: AI helps renters by answering their questions and scheduling tours 24/7

01



Prospect research and apartment tours



Stage 01 - researching: AI helps marketers by making advertising and leasing smarter

01



Prospect research and apartment tours

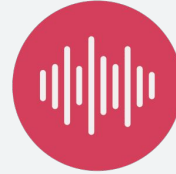
Prospective Resident



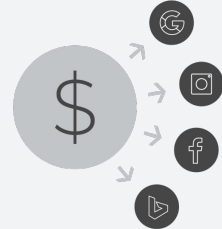
Leasing Agent



AI
Analyzes
Calls



Optimizes Ad Spend



Performance
Insights



Stage 02 - applying: AI helps renters from getting stuck in the application process

02



Applicant is screened and completes a lease

AI Agents guide
the lease
application

The screenshot shows a mobile app interface for a 'Virtual Agent'. At the top, there's a header with a blue star icon and the text 'Virtual Agent' next to a close button. Below this is a section titled 'Personal Info' with a subtitle 'View your application progress. (this text is customizable and become rather large)'. A progress bar indicates 'Step 2/6: Personal Info'. The main content area has two expandable sections: 'Personal Information' (Completed) and 'History of Residence' (Need Information). Below these is a yellow callout box stating 'Minimum rental history required by the property - 36 months'. Further down is a 'Current Address' section with a 'Country*' dropdown menu currently set to 'United States'. At the bottom, there's a text input field with a placeholder 'Send a message...' and a send button.

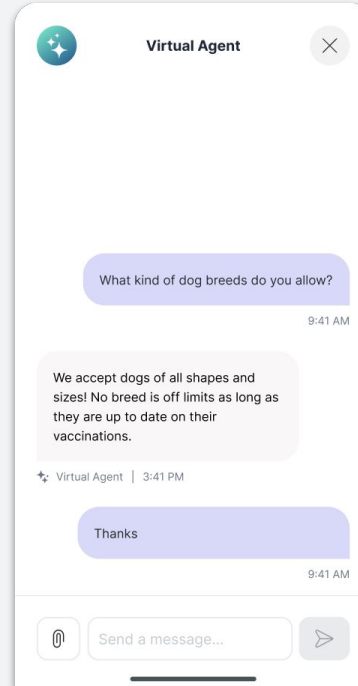
Stage 03 - resident life: AI helps renters manage their daily lives at a community

03



Resident moves in, pays rent, requests service and more

AI agents answer
common
questions



Agentic AI can
complete tasks
like maintenance
requests

AI is the new UI: marketers are experiencing AI both inside their strategies to outside engaging with renters

(and AI has been supporting Marketers in our products for over 5 years)



Decision Support

Augment decision-making,
contextual recommendations, and
predictive analytics



AI Agents

Automate & orchestrate entire
processes across the entire renter
journey from leasing to renewals



THANK YOU