



MPD VENTURES

CASE STUDY: AXIOMETRICS

Securing a National Spotlight, Supporting Rapid Growth:
How MPD Ventures Helped Axiometrics Become a Market Leader

The Axiometrics Lender Services Suite

Smart Lending. | Smart Investing.

AXIOMETRICS
Smart Data. Smart People. Smart Decisions.

AXIOMETRICS
Smart Data. Smart People. Smart Decisions.

14901 Quorum Drive, Suite 900 Dallas, TX 75254
214-953-2242 www.axiometrics.com

DISCOVER AXIOMobile™
app for iOS® and Android™

The metrics you need - anytime, anywhere.

- Map properties near your current location.
- Easy access to floor-plan-level info for properties and comps.
- Perfect for working in the field.

Learn more at www.axiometrics.com

MARKET INTELLIGENCE THAT MATTERS

Axiometrics collects asking and effective rent, occupancy and concessions down to the floor-plan level on every property in our database, every month. An emphasis is placed on complete data collection, studying key performance indicators and confidently reporting on trends and forecasts. This comprehensive approach to research, analysis and reporting inspires client trust in their investment, development and management decisions.

Introducing the all-new **AXIOPortal™**

All the Student Housing data you rely on ... just smarter, faster and easier than ever. >

AXIOMETRICS
Smart Data. Smart People. Smart Decisions.

AXIOPortal™

AXIOMobile™

PUBLICITY
BRANDING
MARKETING

When founded in 1995, Dallas-based Axiometrics began revolutionizing the apartment (and later the student housing) real-estate sector as a market intelligence pioneer, surveying apartment providers to give lenders, investors, developers, and other stakeholders solid research and forecasting to guide decision making.

“Hiring Paige and the MPD Ventures team really was the start of our serious growth as a company.”

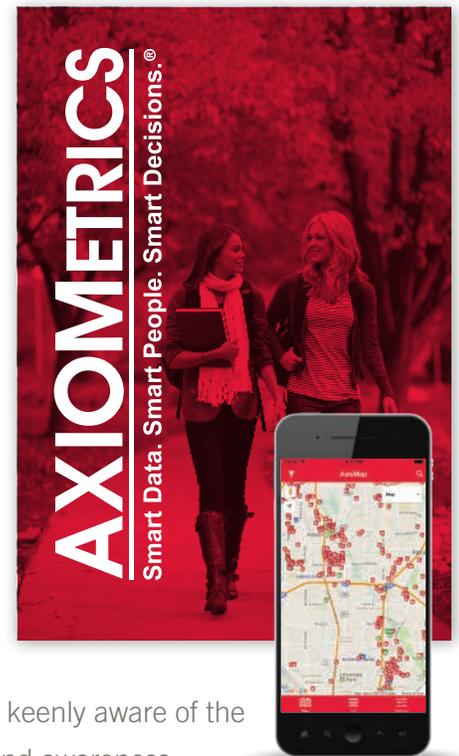
Over the next 15 years Axiometrics’ team of about 20 was steadily producing high-quality research and analysis and had earned a reputation inside the industry as a reliable source of market intelligence. Yet, its name was still not widely known.

Axiometrics’ Founder & CEO Ron Johnsey had a vision to make his company a recognized business influencer in apartment market research. Keith Walters, Axiometrics’ outside advisor and later President & COO, knew exactly how the

company could make that happen: he and Ron engaged MPD Ventures Company to launch an intensive public relations and marketing effort beginning in 2010.

“Hiring Paige and the MPD Ventures team really was the start of our serious growth as a company,” Ron recalls. “We were very small and couldn’t afford an internal marketing or PR department, but we had lofty goals.”

He adds, “We needed the biggest bang for our buck. Paige was keenly aware of the audience we wanted to reach and how to generate the most brand awareness and revenue with what we could afford. She was interested in really improving our brand awareness to grow revenue, and she carefully watched the budget. I’ve never had an experience like that, on any venture. She and her team rolled up their sleeves, worked alongside us both virtually and in person, and even led some of our teams over the years. They truly operated as Axiometrics; it was seamless.”



BIG GOALS AND BIG GROWTH

Axiometrics had robust market intelligence and a talented team of economists and analysts to provide analysis, but they needed to get their content into the hands of more people who could benefit from the insights. The key was targeting high-profile publications as well as penetrating local markets for media coverage.

Keith recalls, “I told Paige that I would consider our partnership a success when Axiometrics was regularly in *Forbes*, *The Wall Street Journal*, and *Investor’s Business Daily*.”

The MPD team tapped into their network of media connections and applied PR expertise, soon securing media coverage from coast to coast. MPD Ventures began helping Axiometrics produce and secure hundreds of media articles and interviews annually.

Nationwide awareness of Axiometrics began to grow, and when the company was first published in *The Wall Street Journal*, the appearance instantly led to business leads. Another major media win came when Axiometrics became a regular *Forbes* contributor, launching a series of weekly articles on the company’s own editorial channel on Forbes.com.

“MPD helped us build an outsized persona.”

“I started hearing from our clients that they were seeing us in a lot of places – a Denver NPR station, a San Francisco newspaper, an Atlanta business journal, and most of the national papers as well as dominant coverage in industry outlets,” Keith says. “Being able to create that kind of brand awareness was powerful. When our name, metrics, and graphics appear in *The Wall Street Journal*, our phones ring.”

In 2015 and 2016, MPD Ventures helped Axiometrics earn placement for more than 600 original articles with quotes, data, and charts each year, along with hundreds more syndication-type media points annually.



“This is a team of subject matter experts who know how to bring value.”

While Axiometrics continued its rapid ascent into business-influencer status, the company rocketed to an astonishing rate of growth – about 40 percent year over year – and began hiring team members across the business, including junior marketing staff who were supervised by and worked with the MPD team.

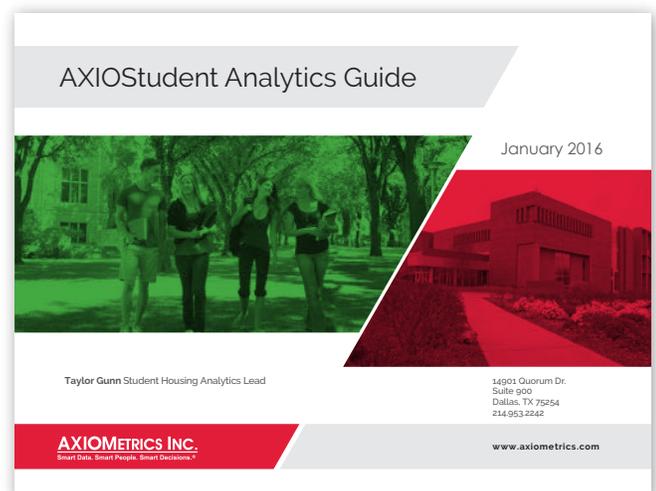
“MPD helped us build an outsized persona,” Ron says. “People thought we must be a huge company, but we weren’t. We were just producing high-quality content that filled a need, and suddenly, we were everywhere. MPD enhanced our brand and the way our content was distributed and accepted. People would see us in the press all the time, which created credibility for our sales team to build on. And it just got better every year.”

BEYOND PUBLIC RELATIONS

Building on the successful PR efforts, MPD helped Axiometrics add tools to the company’s marketing arsenal by writing and designing everything from a website to email campaigns, infographics, brochures, direct mailers, event graphics, sales presentations, reports, and online demos. MPD created a consistent brand and messaging that cemented Axiometrics as the leading authority in its space.

When the company rolled out a client portal, MPD handled client communications, internal quality testing, training scripts, and even client onboarding materials. MPD provided the same type of support when Axiometrics introduced its student housing product. And, the firm was tasked as part of a team to improve client retention for the annual subscriptions and expand client penetration and engagement.

“Paige has good strategic thought, from a business perspective,” Keith says. “I call it ‘MBA marketing.’ It’s less about the look and feel, and more about how to attack the business and the market. She brings the kind of advice that may not be present in other agencies. We had a really strong product, and she helped us build a stronger company and brand.”



“The branding MPD created for us was phenomenal, and the marketing resulted in revenue that helped us grow the company and improve our client retention rates.”

Through it all, Axiometrics had direct support from the same team members at MPD Ventures for more than six years with no turnover, a value not lost on Axiometrics.

“MPD isn’t like a big marketing firm with different layers of personnel and changing personnel,” Ron notes. “You’re dealing with really experienced people in every position. The competency level is extremely high. This is a team of subject matter experts who know how to bring value.”

STRATEGIC MARKETING LEADERSHIP

MPD Ventures became an even more integrated partner with Axiometrics when the company asked

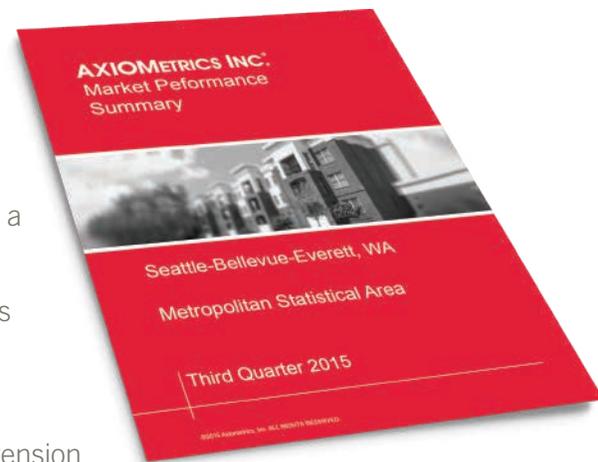
Paige to step in as a part-time interim Chief Marketing Officer in 2015. While Axiometrics began its search for a full-time CMO, Paige pitched in to provide more on-site support for the company’s junior marketing staff as well as serving as a liaison for sales and client initiatives.

“Paige and her team really created, and served as, an extension of our company through their complete engagement and ownership in the process and outcome for our marketing efforts over the years. Our employees saw the MPD team as ‘one of us’ and not an outside agency,” notes Ron.

During this time Keith and Paige worked together to craft a job description, evaluate candidates, and ultimately bring in the marketing leader. Axiometrics hired its permanent CMO, Claudine Zachara, in October 2015. Once onboard, Paige worked hand-in-hand with Claudine to ensure a successful transition.

“Paige helped us hire an incredible marketing person, knowing it was going to greatly diminish MPD’s income from us,” Ron adds. “That’s the kind of person Paige is. What she did was so exceptional and so unusual for a marketing or consulting firm.”

MPD helped Claudine quickly develop a marketing strategy for a new mobile app and build a successful banking and lending industry campaign. At the start of 2017, MPD helped



“Our decision to work with MPD Ventures paid off. One of the best things I did at Axiometrics was to have MPD come aboard. They just performed. Every penny spent was well worth it.”

Axiometrics rollout its first Market Outlook report, which garnered 551 leads within one day.

Claudine notes, “MPD Ventures opened the door to endless opportunities for Axiometrics; they served as our megaphone to the market. With their support, we became recognized thought leaders in the commercial real estate sector.”

“Paige and the entire MPD staff are incredible,” Ron says. “They are so responsive and a pleasure to work with. They always try to do the right thing. They meet deadlines and do high-quality work. The branding MPD created for us was phenomenal, and the marketing resulted in revenue that helped us grow the

company and improve our client retention rates. It was a tremendous experience.”

Keith adds, “We set out to build a great company, and as a result, we attracted a lot of interest from investors. We ultimately built a brand that had great value.”

“Our decision to work with MPD Ventures paid off,” Ron says. “One of the best things I did at Axiometrics was to have MPD come aboard. They just performed. Every penny spent was well worth it.”

CLIENT UPDATE

By late 2016, Axiometrics had grown to more than 150 employees and become the United States’ foremost authority on apartment and student housing market intelligence. In February 2017, Axiometrics was acquired by RealPage, Inc., a leading global provider of software and data analytics to the real estate industry.

