

Be Belong Debuts AI-Powered Rent Engine, Turning Attention into Income for 110M Renters and Participation to Currency

Be Belong and RentGain Launch the First AI Ad Engine Where ROI Meets Purpose and Rent Gets Paid—a New Ad Era in which renters Deliver Targeted ROI to Brands.

MIAMI, FL, UNITED STATES, September 1, 2025 /EINPresswire.com/ -- In a world oversaturated with digital noise, where banner blindness and passive scrolling have decimated ad performance, Be Belong and its revolutionary module RentGain are ushering in a seismic shift in advertising.



Earn and Gain

Their mission: to replace wasteful impressions with purpose-driven participation, offer advertisers the highest ROI, and create a new form of [supplemental income for renters](#) nationwide.

“

With Be Belong, advertisers are guaranteed attention and real conversions, and renters are guaranteed a supplemental income to pay rent. Purpose-Advertising is when users want to engage, not escape.”

Gabriel Bar, CEO and Co-Founder, Be Belong

"Today's consumers are tired of being shouted at," says Gabriel Bar, co-founder, CEO, and Chief Innovation Officer at Be Belong. "With Be Belong and RentGain, advertisers get guaranteed attention and real conversions—because users want to engage, not escape."

Be Belong's ad ecosystem operates within a private social platform built exclusively for multifamily, HOA communities, and single-home renters. This creates a high-trust environment where advertisers connect directly with

verified residents. The platform supports native, display, video, and interactive content ads in a closed-loop network without bots, fraud, or wasted spend.

However, the real game-changer is RentGain, a Participate-to-Pay (P2P) engine that compensates users for engaging with brand content. Whether watching a video ad, answering a survey, or sharing a promotional offer, residents earn real monetary value for their attention.

Shifting the Paradigm: From Passive Impressions to Participatory Outcomes

“The old way of advertising is broken,” says Gabriel Bar, co-founder and Chief Innovation Officer at Be Belong. “RentGain solves two critical problems: it gives advertisers guaranteed engagement and provides residents real economic benefit. It’s not just ad-tech, it’s ad-empowerment.”

This P2P (Participate 2 Pay) model leverages a dynamic AI engine that tailors campaigns to building type, tenant demographics, behavioral preferences, and community mood signals from the app’s social modules. Advertisers no longer need to blast generic messages to a disengaged audience. With Be Belong, ads reach the right person, at the right time, with trackable results.

Purpose Advertising: ROI With Impact.

At the heart of this innovation is a new model called Purpose Advertising—a strategy that merges performance marketing with community-driven value. Advertisers don’t just gain impressions or clicks—they deliver meaningful ROI while helping renters unlock supplemental income.

“Every dollar spent with us goes further,” says Gabriel Bar, co-founder and Chief Innovation Officer at Be Belong. “We guarantee performance, boost real-world conversions, and our renters earn credit that supplements rent. It’s ROI with purpose.”

When renters receive this supplemental income, credited directly to their Rent Wallet through RentGain, their remaining disposable income is freed up. That purchasing power cycles back into the economy and supports the very brands delivering the message. It’s a full-circle economic



Shani Bar - Be Belong President and Head of Philanthropy



Customized Monthly Plan - Rent is Due!

loop driven by value, not volume.

From Clicks to Credits: How RentGain Works

What sets RentGain apart is its proprietary algorithm, which is designed to guarantee engagement and reward it precisely.

Every user action is tracked and evaluated, whether it's viewing a 30-second video, claiming a coupon, or sharing a campaign in the community feed. Users are ranked in real time based on participation frequency, content completion, and influence. The more they engage, the higher their tier, and the greater the monetary reward.

This transforms advertising into a gamified micro-economy, where renters nationwide, not just in multifamily buildings, can earn supplemental income through intentional, opt-in brand interaction.

Data-Backed Results and Verified Outcomes

Unlike traditional ad channels where ROI is diluted across noise and non-human traffic, Be Belong and RentGain deliver verifiable outcomes.

Recent pilot results include:

100% completion rates for incentivized videos

6–8x uplift in engagement over standard digital ads

Click-through rates of 8%-20%+, significantly higher than the 1.91% industry average

7.5x average ROAS for campaigns with immersive storytelling

These numbers align with the broader advertising shift: Forrester reports that interactive ads convert 2x better than static banners, and eMarketer forecasts 45% of 2025's video ad budgets will go to platforms that guarantee engagement or reward participation.

Clean Data, Precise Targeting

Because Be Belong operates with the residential ecosystems with verified users, it eliminates the guesswork. No more third-party cookies, rented audiences, or blind lookalikes.

Advertisers can micro-target by:

Community type (multifamily, HOA, single-home renters)

Zip code or building group

Resident behavior and community interest

Time of day and device preferences

For renters outside multifamily units, RentGain is expanding nationally, allowing tenants in single-family homes to earn rewards by engaging with the same high-quality, purpose-driven content.

Advertising With Purpose, Not Disruption

“Purpose advertising is the future,” says Shani Bar, President of Be Belong. “It’s not just about attention. It’s about building trust, delivering value, and supporting everyday people while moving product. The brands that adopt this early will lead the next era of growth.”

Unlike traditional ads that interrupt or intrude, Be Belong weaves campaigns into the fabric of the community through social feeds, marketplace listings, club events, and direct wallet incentives. Every ad has a reason, and every view has value.

Join the Movement: Be Belong and RentGain Now Accepting Ad Partners

Be Belong and RentGain are onboarding advertising partners for launch markets, including:

Southern Florida

Orlando

Tempa

Dallas

Austin

Houston

LA County

Atlanta

NY

Charlotte

Phoenix

Ad partners gain access to:

Real-time ROI dashboards

Custom conversion paths

Audience tiering analytics

About Be Belong and RentGain

Be Belong is a community-first platform reimagining resident engagement and local economic

opportunity. Its advertising ecosystem and RentGain's P2P engine enable brands to unlock record-level ROI while delivering real impact to renters across the U.S.—from apartment dwellers to single-family tenants.

Gabriel Bar

Be Belong Group Corp

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/845077807>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.