



CASE STUDY

SENIOR LIVING

SENIOR LIVING COMMUNITY SEES 17 NEW VISITORS VIA FULL FUNNEL STRATEGY

SOLUTION

We recommended a full funnel strategy of Dominant Display, Device ID, and Paid Search. Targeting options for display included individuals in-market for senior living options, and we geo-fenced local physician clinics to capture foot traffic. Paid Search was used to increase form fills and ultimately drive conversions.

THE RESULTS

We attributed 17 new visitors from the Device ID campaign, and also drove over **200** clicks with a **.15%** click-through rate (CTR)

THE FINDINGS

Combining products to create a full funnel approach can help deliver and optimize relevant messaging to potential clients. Having multiple touchpoints also increases the likelihood of ultimately driving conversions –in this case, getting tours scheduled and leases signed!

THE DETAILS



INDUSTRY
Senior Living



CAMPAIGN LENGTH
Six Months



OBJECTIVE

The client wanted to increase awareness of the community amongst individuals with aging family members, as well as to get more people to tour the facility and sign leases.



CHALLENGE

To successfully capture the key stakeholders involved in making the decision to sign a lease with the community.

