

16X Return on Ad Spend Attributed to Conversion Logix by SoFL Senior Living Community

The Results

- Move-Ins: **15**
- Revenue: **\$483,750**
- ROA: **16X**

The Situation

A South Florida senior living community needed a results-oriented marketing partner with expertise in digital marketing and varying levels of senior care to continuously fill their sales pipeline with qualified leads. They needed a full-service marketing agency to create a strategic marketing plan and optimize their ad campaigns to deliver a return on their ad spend.

The Solution

To boost awareness and attract residents to their new Southern Florida properties, Conversion Logix implemented an omnichannel digital marketing campaign. This campaign encompassed targeted paid search ads for local senior living searches, engaging social media ads, and eye-catching display advertising to expand brand reach. They retargeted website visitors with relevant display ads once they visited the site to stay top-of-mind and bring them back to their website. To capture anonymous website visitors and turn them into leads, they leveraged The Conversion Cloud® to gather lead information for the onsite team.



Results Breakdown

Conversion Cloud Leads	60
Website Conversions	1,696
Website Sessions	13,342
Ad Impressions	1,255,545

The Strategy

The company invested in a comprehensive campaign designed to drive awareness and conversions at the new properties. Our marketing experts developed strategic digital marketing campaigns in four channels—Paid Search, Display Advertising, and Display Retargeting—to maximize the client's investment and amplify their reach.

Search Strategy

Our team created a Paid Search campaign to capture prospects searching for senior living options in the Southern Florida area. We created a campaign targeting local senior living searchers in each property's region. Additionally, we launched brand campaigns for each community to ensure the company captured all of the traffic coming from their awareness-building campaigns.

Display Strategy

Our team built a custom set of banner campaigns that promoted specials and new branding for the property to improve brand reach across more channels. These ads targeted website visitors in the market for senior living care living across thousands of websites.

Lead Generation Strategy

To capture leads that landed on the website, the company added our The Conversion Cloud to convert prospects into leads and tours. This enabled the communities to offer actionable next steps to their brand awareness campaigns by providing the option to claim offers, schedule tours, or chat with a representative.

How We Calculated

Return on Ad Spend (ROAS)

To calculate the value of a move-in, we used the average length of stay at the community multiplied by the average room cost and then multiplied that by Conversion Logix attributed move-ins.

Methodology:

Avg. Length of Stay: 6 Months

Avg. Room Cost Per Month: \$5375

$6 \times \$5375 = \$32,250$ Per Move-In

$\$32,250 \times 15$ Move-Ins: \$483,750 Total Move-In Value

$\$483,750 - \$29,893$ Ad Spend = **\$354,750 ROAS**

How We Attributed Move-Ins

Website leads converted through The Conversion Cloud® have multitouch attribution which includes **the media channels that drove them to the website and the number of touches before they converted.** The community provided a resident list which identified the leads that converted into move-ins using our attribution tool, [MatchBack](#). **15 move-ins were attributed to Conversion Logix media strategies and lead capture technology.**

KEY TAKEAWAYS

1. By working with a team of senior living marketing experts, the community ensured they were reaching their target audience across multiple online channels to deliver more leads and dramatically increase their ROI.
2. Retargeting allows you to stay top-of-mind with your prospects leading them back to you when they are ready to make a decision.
3. Lead capture technology amplifies your advertising campaigns by giving your team the ability to quickly pre-qualify and follow up with leads before they connect with the competition.

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