

CASE STUDY

Memory Care Community Sees Traffic Lift With YouTube Ads

The Results¹

22% ↑↑
Unique Phone Callers

209% ↑↑
New Website Users

185% ↑↑
Website Sessions

37% ↑↑
Website Conversions



The Situation

In the Spring of 2024, a memory care community located in Carlsbad, California, experienced significant resident turnover and struggled to generate the traffic and lead volume needed to close the gap.

The Solution

Since the community was already running Paid Search, Paid Social, and Display Advertising, the account manager sought out a new marketing channel to increase the online reach of this community's brand.

To help the community increase their lead pipeline, our team introduced a **15-second ad YouTube campaign targeting families in the Carlsbad market seeking memory care**. Throughout the video, we promoted messages like "the place where luxury meets family" and "where compassionate care exceeds your expectations" while showcasing footage of the property to reinforce this community's brand positioning relative to the market.

This strategic addition resulted in significant performance improvements to brand visibility, website traffic, and lead generation.

During the month after the YouTube ad launch, the campaign generated **125,750 ad impressions, 3,411 video views², and 2,612 ad clicks**. This resulted in a **209% increase in new visitors** to the community's website and a **37% increase in website lead conversions and a 22% increase in phone calls**.

¹Campaign results from April 2024 vs. May 2024.

²YouTube video views represent the number of views where prospects watched the full 15-second ad.

KEY TAKEAWAY

YouTube advertising is an effective strategy for building awareness among the adult children of seniors in need of care with an [83% adoption rate among 50-64 year olds and 60% adoption rate among U.S. adults aged 65+](#). The highly targeted and visual nature of YouTube ad campaigns makes it a proven strategy for driving traffic and conversions in a short period of time.

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