



CASE STUDY

# Senior Living Community Attributes 55 Leases to Conversion Logix’s First-Party Digital Marketing Strategy

## The Results

- **55** Leases Directly Attributed to Conversion Logix®
- **81** First-Party Leads
- **\$250,000** Saved Using First-Party Advertising

## The Situation

A senior living community in Port Charlotte, Florida, faced significant challenges attracting qualified prospects despite spending significant resources on marketing and lead generation strategies. A large portion of their budget was spent on third-party move-ins, which drained their financial resources and delivered an overwhelming number of non-viable leads. This flood of prospects made it difficult for the community to focus on genuinely interested and qualified potential residents, leaving their resources stretched thin.

## The Solution

To address these challenges, we implemented a comprehensive digital advertising strategy that included highly targeted paid social, retargeting, and YouTube advertising campaigns, with our lead generation software, The Conversion Cloud (TCC). This approach drove qualified traffic to the senior living community’s website, ensuring a steady stream of prospects.

We also enhanced the user experience by incorporating multiple lead capture TCC applications and human-powered Live Chat, making it easier for prospects to engage at every stage of their journey. As a result, **72% of move-ins were driven by Conversion Logix’s digital advertising strategy, with 55 delivered from digital ads and 24 from third-party referrals**, showing a strong shift towards first-party-generated leads.

## Results Breakdown

Leases	
Conversion Logix®	55
Third-Party Referrals	24
<b>Total</b>	<b>79</b>
TCC + Live Chat Lead Generation App Attribution	
Spotlight	45
Schedule Genie	15
Income Calculator	8
Claire	3
Live Chat	10
<b>Total</b>	<b>81</b>

\*All of the events and campaign results in this study took place from Nov 28th 2023 - Dec 31st 2024.



"Since switching to Conversion Logix's digital advertising strategy, we've seen a significant increase in qualified leads. 72% of our move-ins now come from first-party generated leads, a dramatic shift from third-party referrals."

*Director of Sales & Marketing at Port Charlotte Senior Living Community*

## Social Strategy

Our social team launched a targeted Facebook ad campaign carefully crafted to highlight the community's unique features. The campaign showcased high-quality property photos that captured the appeal of the living spaces, emphasized the community's competitive starting rates, and highlighted key selling points such as its prime location, amenities, and overall quality of life. By leveraging visually engaging content and clear messaging, the ads were designed to attract attention, spark interest, and drive potential residents to explore the community further.

## YouTube Strategy

We created a banner ad and a 30-second skippable video ad to maximize visibility across YouTube's top ad placements. Our operations team utilized YouTube's advanced targeting features to directly reach prospects actively searching for senior living communities in the Port Charlotte area.

## Calculations

Avg. cost per month for each move-in: \$5,500

If the 55 move-ins attributed to Conversion Logix came from a third-party advertiser, it would have cost the community \$300,000.

The community saved \$250,000 using first-party advertising compared to third-party advertising.

## Retargeting Strategy

With targeted social and display retargeting campaigns, the community maintained strong online visibility and remained top of mind for website visitors throughout their leasing journey. Social retargeting generated over 183,000 impressions, while display ads delivered an impressive 524,000 impressions.

## Website Engagement Strategy

To convert anonymous website visitors into leads, the community integrated The Conversion Cloud®. This allowed prospects to easily schedule a tour with [Schedule Genie®](#), ask questions with Live Chat, and claim offers with [Spotlight™](#). The combination of brand awareness campaigns and website lead capture opportunities provided the company with a complete and cost-effective marketing and lead solution.

### KEY TAKEAWAYS

1. By implementing a comprehensive, strategic digital advertising strategy, move-ins were driven by first-party generated leads, significantly reducing reliance on costly third-party referrals and improving lead quality.
2. Integrating The Conversion Cloud® streamlined the lead qualification process, allowing prospects to easily engage with offers, schedule tours, or chat with representatives, resulting in higher conversion rates.

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