UNLOCK REGIONAL GROWTH BY ELIMINATING REGIONAL BUDGETS

Danbury SENIOR LIVING

This case study will analyze how moving away from a regionally segmented budget strategy to a pooled budget strategy boosted performance in all regions causing more regions to hit their quality form submission goal.

Background

Danbury is a senior living company with 21 community locations throughout Ohio. Their housing options include 55+ active adult communities, memory care, assisted living and independent living. We managed their search campaigns with the goal of filling rooms at all locations.

Client Pain Points

The various locations were not filling up as frequently and efficiently as the client needed.

Challenges

1. **Segmented Marketing Approach** - Each of the locations running paid search had their own budgets and monthly qualified form fill goals. Under-performing locations did not always have an adequate media budget to boost performance while over-performing locations had more than enough, but we were restricted in moving budget.

2. **Lead Attribution Overlap** - Due to the close proximity of many of the locations (some less than 5 miles), oftentimes people would navigate to the website via one location's ad, but then convert on a different location's landing page. This prevented us from being able to accurately attribute budget to conversions for each location.

SOLUTION

Running paid campaigns gave us the ability to easily pivot based on changing monthly goals as occupancy openings changed for each location, but to maximize leads we needed to move away from the segmented regional strategy.

Our solution was to implement a single fluid budget for all paid search efforts. Having one budget allowed us flexibility in strategic budget shifts to under-pacing regions. By presenting the client with cost efficiencies and data on the overlap in lead generation that was already happening we were able to get this approved. This solution was implemented on 6/16.

RESULTS

+11%
INCREASE IN LOCATIONS THAT HIT THEIR QUALITY FORM SUBMISSION GOAL*

-11%
DECREASE IN COST PER QUALIFIED FORM SUBMISSION*

Comparing April-June to July-September