



REACHING A SEGMENTED AUDIENCE WITH SEARCH ADS



This case study will dive into how we were able to tailor our search strategy and execution to successfully reach a unique segmented audience.

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.

The Problem

1. **Unique Audience Targeting** – Unlike many businesses, the target audience for Danbury's paid search ads was not limited to future residents. We had to consider that in addition to future residents searching for a senior living community, it is very likely that family members of future residents may also do the research on their behalf.
2. **Variety of Community Living Options** – Danbury has several active adult communities specifically for 55+ individuals or couples, which is a younger, and very different audience than the primary senior living target audience.

**Across the account, In the month following the ad copy adjustments*

***Conversions (form fills & phone calls) driven by the tailored image extensions, 9/25-10/31*

SOLUTION

Through data analysis we were able to gain insights into the customer's thought process and behaviors to help us improve the user experience:

1. **Age Analysis** – We did an age analysis for each location to understand what age drove the majority of clicks and conversions. For senior living locations with clicks and conversions primarily driven from a younger age range (ie 45-54), we tailored the copy to speak to the kids of adults in need of senior living. For senior living locations with clicks and conversions primarily driven from the older age range (65+), we made the copy relatively neutral so it was relevant for both audiences.
2. **Creative Analysis** – We analyzed the performance of image extensions to gain a better understanding of what type of imagery resonated best with the target audiences for both types of communities. For example, imagery with adults being physically active performed well for the active adult communities. We then added in new imagery that was tailored to that audience, based on our learnings.

RESULTS

+36%
INCREASE IN CTR*

-18%
DECREASE IN
CPC*

79
CONVERSIONS
DRIVEN**

