



Senior Living **Occupancy** Case Study



The Challenge

Canopy partnered with a family-owned Senior Living community offering residents a boutique resort-style living experience. Their marketing team engaged Canopy to help increase occupancy at four of their distinctive communities.

Solution

Canopy deployed Lead InSite in an integrated campaign that combined Geofencing solutions, Keyword Search, PPC and Social Media advertising.

Success Metrics

The six-month campaign delivered a 24x return on investment with 50 CRM attributable move-ins and an estimated \$6.3M revenue generated.

In addition, 31 additional move-in's at the four facilities can be partially attributed to the overall campaign.

MQL = Market Qualified Leads, SQL = Sales Qualified Lead. ^Full Match to PL Based on \$3.5k per month with an avg. stay of 36 months