

2021 Lead Generation Performance Case Study



“Combining the diverse talents of Dupree Media, 3rdThird Marketing, Lead InSite, and Canopy has super-powered our online conversion capabilities and yielded tangible high-quality lead generation.”

Brooks Shelley, Chief Branding & Engagement Officer, Aldersgate LPC

3rdThird Marketing, Lead InSite and Canopy combined their efforts to drive measurable lead generation for Aldersgate’s Life Plan Community:

The agencies bring distinctive, but highly complementary areas of expertise to the Senior Living digital marketing and analytics space:

- Aldersgate’s new website is a conversion engine that ignites interest and curiosity across a full spectrum of the LPC’s award-winning services (3rdThird)
- High Potential Visitor traffic increased 3% when compared to 2020 benchmarks
- Success Factors included continuity and continuous campaign optimization, which attracted conversion ready prospects to Aldersgate’s new website (Canopy/3rdThird)
- Website form submissions increased a whopping 116% in comparison to 2020. In addition, Aldersgate’s website now generates an average of 120 new leads per month vs. an average of 45 new leads per month in 2020
- *The high quality and qualification of the new leads captured by Aldersgate’s redesigned website are well-researched and far more likely to be sales-ready
- Conversions are driven in large part by Buyer Persona-specific content paths serving IL, Health Services and at Home visitors (3rdThird/Lead InSite)
- Lead generation performance indicates a shortened time from inquiry to move in



*Lead InSite tracks senior living community websites across the country for both single and multi-location operators and have reported that these are the most impressive results they’ve seen across their client base