

A Strategic PPC Solution to Improve Leads for Arrow Senior Living

SOLUTIONS



Use Smart Bidding



Assign a Value

CAMPAIGN RESULTS

- Conversions went from 3,000 in 2020 to 8,676 in 2021
- Averaging 1,200 visitors a month to their website in 2021
- 70% increase in impressions from 2020 to 2021
- 82% increase in clicks from 2020 to 2021

BENEFITS

1

Efficiency

By using smart bidding we increased the conversion rate by 159% adding the highest value for each community and saving \$7.78 in return for every dollar spent

2

Measurable Return on Ad Spend (ROAS)

By assigning a value, we were able to average an 778% Return On Ad Spend (ROAS) per community and prioritize actions that turn into qualified leads and help communities reach their occupancy rate goals.

Goals

- Communicate Arrow's mission to provide residents with an outstanding senior living experience
- Visitors to gain valuable insights into the Arrow Lifestyle
- Generate high-quality leads

Challenges

- Design an omni-channel campaign strategy
- Implement Ad groups based on Senior Living Options and Offerings
- Operate within highly restricted verticals



The Canopy team is laser focused on growing our business at scale. Our account manager regularly provides us with actionable campaign insights using the most relevant conversion data points. Canopy is cost effective while remaining consistently focused on delivering high-converting strategies.

Hollie Walker

Vice President of Marketing
Arrow Senior Living Management

