

Integrated Digital Marketing Campaign Delivers Measurable Increase in Ad Engagement for A Multi-Franchise Senior Living Operator



A national Senior Living operator partnered with Canopy to support their strategic goal of generating high-quality leads and increased prospect engagement.

- Tactical objectives: increase qualified calls, form fill volume, website visitors and click through rates (CTR)
- Flight of data observation: Oct. 2021-Jan. 2022
- Focus on Memory Care and Assisted Living
- Tactics: Geofencing, Addressable Geofencing, Call Tracking, Display, Search and Social Media
- Optimizations: Google Ads negative keyword list, segmentation of best performing keywords and the addition of a Search and Keyword campaign

34 Form Fills and Calls attributed to Canopy

CTR increased 75.60% in 30 Days

January achieved a total CTR of 0.71%

