



A Senior Living operator we'll call "MSL" has achieved an ad engagement performance that continues to exceed 2022 industry averages. Typically, we would expect a healthy click through rate of .15%. MSL has enjoyed an average increase of 45% compared to the national average from April 2021 to April 2022.

There are two key factors that positively impact ad engagement for this operator:

- Accurate Targeting - campaigns focus ad spend on pre-qualified prospects and their adult caregivers through Addressable Geofencing tactics. Addressable Geofencing allows MSL to target pre-qualified households similarly to direct mail.
- Disciplined Approach to Creative Assets - MSL experiences higher than average ad engagement compared to all other operators because they consistently

For the Senior Living Vertical, an average CTR% is .15%

This increase to ad engagement, equates to an additional 23,391 website visitors from April 2021 to April 2022.

The operator enjoys a 45% Average Increase to CTR

## April 2021 - April 2022 All Communities

