

# Senior Living Outperforms KPI Goals using Programmatic Display



## Overview:

A Senior Living Management Company with over 30 communities was looking to increase awareness among the Senior Living Industry using programmatic display. They enlisted the help of Canopy to precisely target individuals interested in Long-Term Care, Assisted Living and Independent Living with the goal of increasing form fills each month.

## Solutions:

Canopy developed a detailed strategy consisting of Addressable Geofencing and Geofencing competitors near the communities. Within the first couple of months, Canopy optimized the campaigns by:

- Increasing Bid Caps
- Adjusting Inventory - Day-parting from 24 hours a day to 5am to 10pm allowing for ads to be served only during those hours
- Adjusting Operating systems, for example: only serving ads on iPhones with IOS updates 6 and up
- Removing low-performing fences

## Results:

By using Programmatic display, Canopy was able to increase:

- Forms Fill Submissions by 13% in one month
- Website Traffic by 27% in the following three months
- New Contacts by over 300% in one year

VIEWS

65,529

▲ 541.62%

TOTAL SUBMISSIONS

7,260

▲ 616.68%

CTA RATE

64.91%

▲ 8.91%

NEW CONTACTS

5,284

▲ 583.57%

From April 1st 2021 to  
March 31st 2022