

# A Multi-Location Assisted Living Center Needed to Deliver 75 Qualified Leads Over 3 Months

A multi-location assisted living center came to us with the challenge of delivering 75 qualified leads over 3 months for their nursing homes, which had been struggling to get new residents during the COVID-19 pandemic.

One week after the campaign launch, we looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most conversions, creating new strategies based upon our learnings and turning off strategies that were not working.

At the end of the 90 day campaign we exceeded our clients expectations and goals, **delivering a total of 116 qualified leads and a eCPA of \$25.86**. They gave us additional funds to run their upcoming recruitment campaign.



## How Orange 142 Delivered Results

### LAUNCH STRATEGIES

- » **Behavioral targeting:** Senior products, senior decision maker in household, home caregivers for seniors, women 40-60 years old.
- » **CRM modeling:** The client provided us with their current customer CRM file, which we used to create a lookalike audience.
- » **Re-marketing:** Targeted people who visited the site but did not take any of the desired actions.
- » **Custom contextual segment:** We created a custom contextual segment using our clients search keywords.

### OPTIMIZATIONS

- » Increased bid and spend on the remarketing strategy as the REM funnel had a chance to build.
- » Added additional adaptive segments, weeding out exhausted users from the re-targeting pool and focused on interested users.
- » Paused all of the behavioral segments and added more funds to our custom keyword segment that was performing the best.
- » Added search retargeting segments that looked for people searching for their keywords outside of Google.

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