

Senior Living **Occupancy** 120-day Case Study

27x ROI

\$1M
Projected
Revenue

13
Move-ins

<\$600/
move-in

Success Metrics

Right out of the gate Stellar saw an increase in website visitors to lead conversion rates. Over 400 prospects completed the survey. Within 120 days, Stellar Senior Living had 56 tours with 12 of them touring twice and 13 move-ins.

The 4 month period delivered 27x return on investment with 13 CRM attributed move-ins and an estimated \$1M in revenue. And a lower cost per move in at ~\$600. The program paid for itself in under 90 days.

Leveraging the data from the ProSurveys has been instrumental in understanding who visits their website and what they need to help in overall strategy.

The Challenge

Stellar Senior Living's marketing team engaged AgingChoices to help increase website conversions, build funnel and deliver move-ins while offering an opportunity for personalization and access to data insights

The Solution

AgingChoices deployed the ProSurvey on all 13 Stellar Senior Living community pages behind a "Get Started" button and integrated the survey data with WelcomeHome CRM.