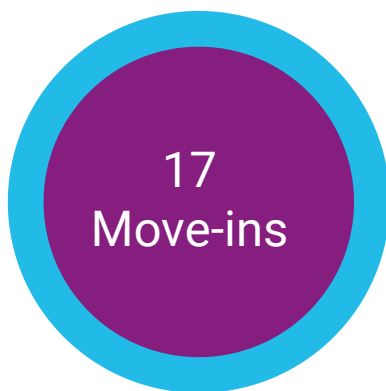
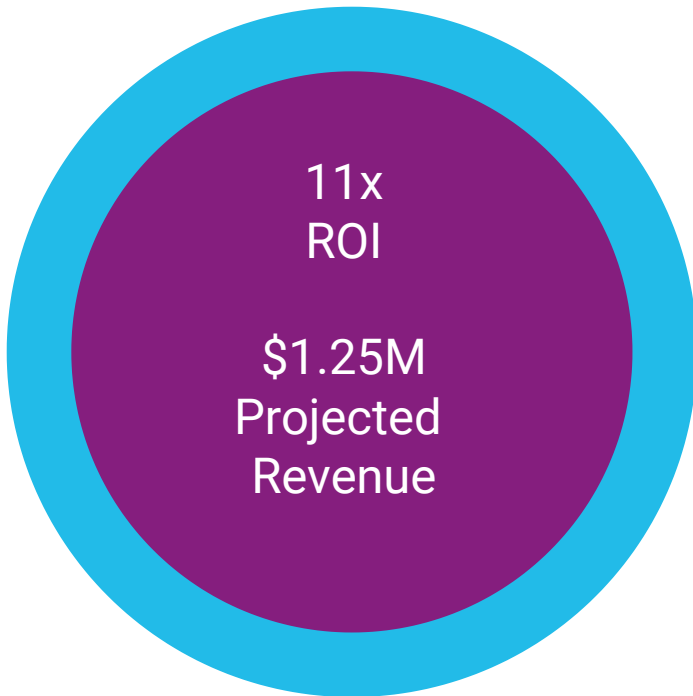


Senior Living **Occupancy** Case Study



Success Metrics

A 9-month test period delivered 11x return on investment with 17 CRM attributed move-ins and an estimated \$1.25M in revenue. The lowest cost per move in at <\$400.

Vitality Living has seen a 34% conversion rate from qualified prospect to tour and a 32% conversion rate of tour to move-in.

Vitality Senior Living has been a customer since January 2019. 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

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

The Solution

AgingChoices deployed the ProSurvey on all 22 Vitality Living website community pages as a "Lifestyle Quiz" and integrated the survey data with WelcomeHome CRM. A dashboard with access to data was developed to help them with the data insights.