

When marketing goals get aggressive, Attane doubles down on results.

DOUBLED website conversions, conversion rate, and paid search conversions from 2020 to 2021.



The Situation

A prominent Life Plan Community on the East Coast set aggressive goals going into 2021, with an emphasis on increasing conversion rates across their marketing programs. Together, we agreed to set objectives around increasing quality traffic and reaching the right people, with the right message at the right time.

The Action

Attane proceeded with a holistic digital strategy to meet online senior living buyers in various phases of their customer journey, keeping the brand front and center while leads progressed through the sales funnel to close.

Our plan included:

- Ongoing measurements and analysis of channel KPIs
- Continued refinement of SEO keyword strategy to match user search intent
- Strengthened alignment between search queries and ad copy, which boosted engagement
- Freshly updated and optimized creative and messaging for online display and paid social each month
- Robust, community-specific paid social campaigns focused on brand awareness, prospecting and retargeting strategies

At a Glance

Challenges

- Increase conversion rates

Solution

- Strategic marketing plan

Results

112%

increase in website conversions
958 (2020) vs. 2,031 (2021)

109%

increase in website conversion rate
1.2% (2020) vs. 2.5% (2021)

133%

increase in paid search conversions
270 (2020) vs. 691 (2021)

59%

decrease in paid search cost
per conversion
\$248 (2020) vs. \$103 (2021)

WHY ATTANE?

Attane leverages strategic marketing agility to help senior living communities generate new leads and advance them to be sales-ready faster.

If you're tired of the status quo and are ready to put industry-leading marketing solutions driven by data insights to work for you,

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