

Legacy Pointe at UCF Increases Inquiry-to Appointment Conversion 77% with Marketing Automation

Using email marketing for lead education and higher engagement



Launching Automated Email Programs to Nurture Leads

91% of Legacy Pointe at UCF’s new leads weren’t coming on-site for an appointment and the community needed help increasing their inquiry-to-appointment rate. Attane developed an onboarding email program that educated new leads about the community and resident benefits, and the importance of an on-site visit.

Onboarding Program Results Show Increased Appointments

- 25% increase in content engagement
- 100-day decrease from inquiry to appointment
- 77% increase in inquiry-to-appointment conversion

At a glance

Communities

- Legacy Pointe at UCF

Location

- Winter Park, FL

Challenges

- Low appointments

Solution

- Marketing Automation

Results

- Increased inquiry to appointment conversion

WHY ATTANE?

Backed by decades of momentum in data science and marketing innovation, Attane delivers integrated solutions that drive sales success. To learn more about modern marketing technology and strategy built for senior living, healthcare and financial services industries, visit attaneresults.com 8880 WARD PARKWAY, SUITE 400 | KANSAS CITY, MO 64114 | 913-491-0600