

# CASE STUDY:

*How Senior Living SMART  
Decreased 12 Oaks'  
Cost-Per-Acquisition  
by 61%*



Senior Living **SMART**

Inspired Marketing, Savvy Sales, Better Operations



## The Challenge

Based in Dallas, Texas, 12 Oaks Senior Living offers third-party management and operation services for senior living communities. As its website states, the company's "passion is helping seniors thrive in community."

One of the many marketing initiatives 12 Oaks uses for lead generation is paid search. In early 2019, the company reassessed this initiative. At the time, its average cost-per-conversion was \$180 with a conversion rate of 1.71%. In other words, for every \$1000 that 12 Oaks spent, it was gaining 5.5 leads.

At the time, ads were set up for *broad* matches only, focusing on keyword phrases related to assisted living, independent living, and the 12 Oaks brand name. All ads linked to the 12 Oaks home page.

12 Oaks wanted to improve its conversion rate, and it so it handed over the paid-search reins to Senior Living SMART.

## The Solution

Effective paid search is all about effective *strategy*. So as part of our new strategic direction for 12 Oaks, we shifted focus away from the 12 Oaks brand name. Why? Well, the website was already ranking highly for the “12 Oaks” keyword, meaning that the company was already getting plenty of organic traffic for free.

As we continued to improve ad targeting, we set up the ads to target broad matches as well as specific keyword matches. A key part of this effort included *negative* keywords. Negative keywords tell search engines to *not* serve our ads if they appear in searches that contain certain words. After extensive research, we also broadened our ad set to include the term “memory care.”

To increase conversions, our new ads linked to a custom landing page where prospects could download a brochure. Previously, the ads linked to the home page. While the home page serves as an excellent entry point for organic traffic, having a custom landing page for paid search ads is an essential best practice. Why? Because you want consistent messaging between the ads and the landing page. (And that’s much easier to control on a custom landing page.)

Finally, thanks to thorough competitor analysis of impression share in each of the individual community locations, we set our budgeting strategy to increase specific daily spends in order to capture impression share away from local and national competitors.

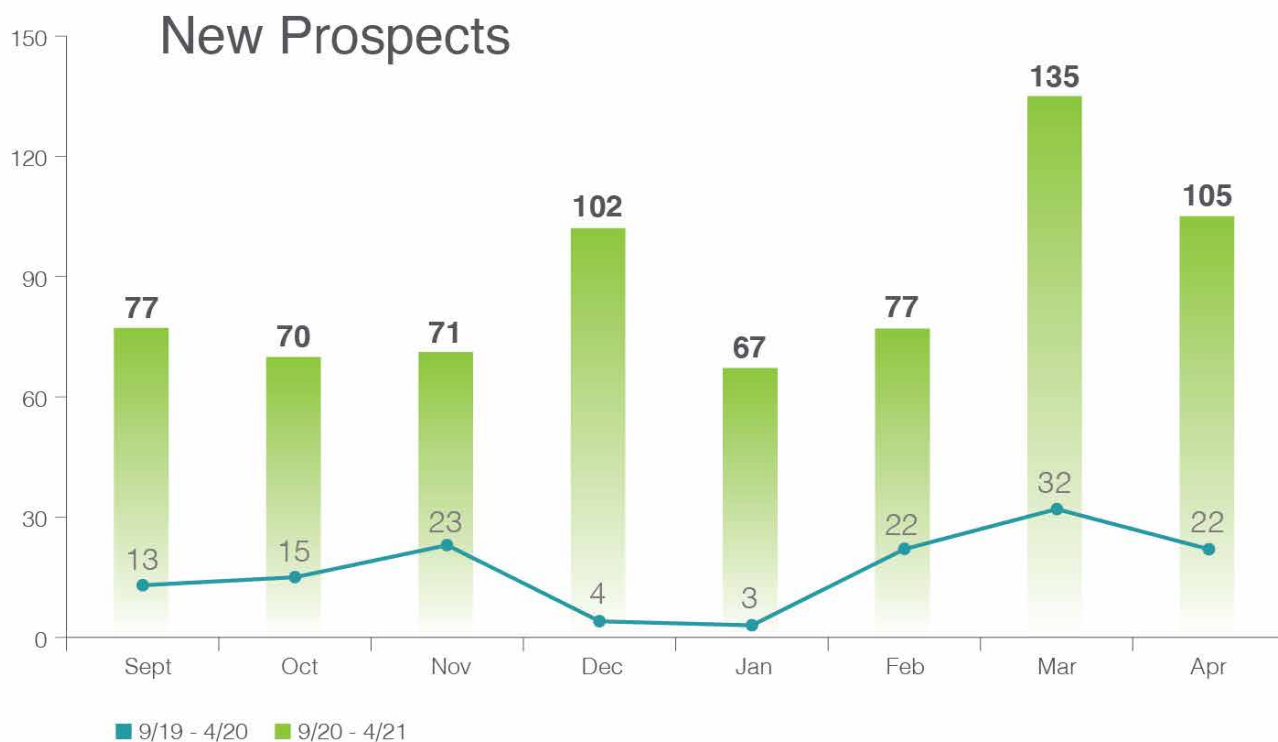


## The Results

As of 2021, the new paid search strategy resulted in a cost-per-conversion of \$69.72 and a conversion rate of 4%.

12 Oaks now gets 14.5 conversions for every \$1000 spent. That's a whopping 61% reduction in the overall cost to acquire a lead (known as cost-per-acquisition or CPA).

Not only that, but "new prospects" leads increased as well, going from 134 between September 2019 to April 2020 to 704 between September 2020 to April 2021 (and the latter was during the pandemic!). **That's an increase of 425%.** See the chart below.



## Want to Rock Paid Search in Your Community?

Results like this aren't unusual, either. Revisiting your paid search initiative and making sure it's fueled by a sound strategy is a SMART approach. And we're always happy to help!

Get in touch and let's discuss paid search.

**Senior Living SMART**

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**Call today and let  
Senior Living SMART  
help you attract better leads  
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