

# Use Case – Senior Living

Senior living and care marketers spend upwards of \$400 per lead — and most leads don't even convert. In fact, studies show the conversion rate is only 30%. [1] Lead generation is a contender for being a top challenge for senior living communities — roughly 50% identify it as their top challenge.



So where do leads come from? About 80% of senior living marketers use their websites to generate leads, but only 50% view it as effective. [2] This is likely because most website visitors don't convert on their first visit. However, roughly 75% of consumers researching senior living begin on search engines. [3] Websites should be a top lead source.

*What is the key to targeting the entire household, managing website leads, and delivering multiple touchpoints to stay top of mind?*

FullThrottle's ShopperSuite, powered by patent-pending technology!

Once ShopperSuite has transformed your programmatic website visitors into household-based, first-party data, the platform instantly deploys direct mail, digital display ads, social, audio, and video marketing. Our always-on, instant marketing engine is designed to do all the work, so you don't have to manage your leads.

Our Immersive Household™ Managed Advertising can reach consumers across multiple devices in the entire household. Don't be mistaken — Baby Boomers are using modern technology. Around 77% go online each month and almost half do so on their smartphones or tablets. [4] It is just as important to reach them with meaningful messaging to engage them.

Choosing a senior living center is a careful decision, usually made by the entire family. It can take about 25 touchpoints on average before an individual, or family, chooses an assisted living community. [5] 49.3% of the time, children of the elderly in question are heavily involved in the decision-making process. [6] However, a total of 71.5% are searching for assisted living for someone else.

ShopperSuite ensures those households searching on your website are reached with multiple touchpoints, at the right times, propelling your audiences (down to a household level) to pick your senior care.

Our proprietary technology is fully privacy compliant, ensuring the delicate nature of your business is future-proof and following guidelines to maintain your potential senior customers' data privacy.

