

Senior Care Organization Activates First-Party Data To Drive Engagement

OVERVIEW

Strategus partnered with a multi-location senior living and care organization to raise brand awareness and drive web traffic to their site. Additionally, the goal was to have these website visitors fill out a form providing personal information. The year-long 2022 campaign covered 30+ locations with tight geolocation parameters based on the franchise agreement and only leveraged the senior living organization's first-party data. Through a strategic omnichannel approach, Strategus **drove 3,049 web conversions** over the course of 2022.

THE OBJECTIVE

- **Leverage first-party data to:**
 - Create brand awareness
 - Drive web traffic
 - Convert via online form fill

THE STRATEGY

Strategus employed a cross-device strategy utilizing the senior living and care organization's proprietary data, without any third-party behavioral or demographic data. Aligning with the franchise agreements, tight zip code targeting parameters were placed on each individual campaign. The campaign was structured to serve CTV ads to users included in the CRM list and then retarget them with Display, Online Video, and additional CTV ads via Strategus' Encore Omnichannel Retargeting.

To accommodate the campaign parameters and ensure order across the 30+ locations, Strategus created a portal specifically for the client to upload their creatives, website URLs, zip codes, and first-party data. In the end, Strategus drove **3,049 Web Conversions** in the form of website visits and form fills. The Median Impressions to Convert was 2 — meaning it only required an average of 2 impressions served per user in order to drive a conversion. With the success of the 2022 campaigns, Strategus will manage 60+ locations as well as a national branding campaign in 2023.

KEY RESULTS

3,049
Web Conversions

Median
Impressions
to Convert: **2**