



Of the 293 new, qualified leads, 57% of them were matched to Sabal Strategy's MicroModeling prospecting list.



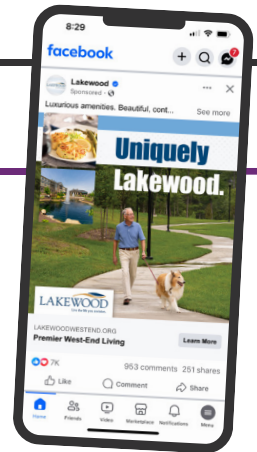
THE OBJECTIVES

Sabal Strategy and Illumia combined our expertise to help Lakewood, a major LifeCare community in Richmond, Virginia, address their challenges to grow awareness and interest in future operational opportunities. Richmond, VA, has more than 40 senior living communities vying for the attention of the local audience of 230,000.



CUSTOMIZED SOLUTIONS

- Lakewood's CRM was analyzed in depth to provide critical data.
- A custom MicroModel Report was developed to identify its specific audience.
- The best 12,500 matches for the community became the target audience.
- A cohesive, 5-month campaign was developed.
 - May: 2 emails were sent
 - May- July: social media and display ads & retargeting ads were deployed
 - Individuals who visited the website were retargeted with additional campaign ads
 - The modest ad budget was \$1,500
- At the end of the campaign, matchback analysis further refined the audience for future campaigns.



SUCCESS METRICS

293 NEW
LEADS

54 NEW
WAITLIST MEMBERS

7.27%
CONVERSION RATE

- As of July 2024, Lakewood has 54 new waitlist members
 - They had a total of 55 for all of 2023
- There were 3 new depositors for higher levels of care; 2 were matched to the prospecting list
- The campaign drove a total of 293 new, qualified leads
 - Of the new leads, 56.91% were matched to the prospecting list
- For the new waitlist members, 22.22% were matched to the prospecting list
 - The waitlist sales conversion rate was 7.27% of the matched prospecting list

“I was really impressed by not only the number but the quality of the leads that came out of the prospecting list. Our response rate was well above industry average, and our conversion rate helped us grow our waitlist substantially in 2024.”

- Hillary Winkelmann, Director of Sales and Marketing, Lakewood