

- ★ In six months, four communities had 315 new, qualified leads
- ★ One community had a 29.73% depositor conversion rate
- ★ One rural community saw 59 new waitlist depositors
- ★ All events were fully booked and exceeded attendance caps



THE OBJECTIVES

Sabal Strategy and Illumia combined our expertise to help four LifeSpire of Virginia communities address challenges to drive new leads, waitlist depositors and explore new opportunities. All four communities are within a 1-3-hour drive of one another. Care was taken to avoid targeting the same household for multiple communities.



CUSTOMIZED SOLUTIONS

- Each community's CRM was analyzed in depth to provide critical data.
- A custom MicroModel Report for each community was developed to identify the audience.
- The best 12,500 matches for each community became the target audience.
- A cohesive, 5-month campaign was developed:
 - Month 1: the postcard invitation, followed by 2 follow-up emails
 - Months 1-3: social media and display ads
 - Individuals who visited the website were retargeted with additional campaign ads
- At the end of the campaign, matchback analysis further refined the audience for future campaigns.



SUCCESS METRICS

75 NEW
WAITLIST MEMBERS

29.73%
CONVERSION RATE

315 NEW
LEADS

- All events were fully booked and exceeded attendance caps for each community
- Two communities added fully booked events to meet the demand
- One community added 75 new members to their waitlist in the first 6 months of 2024
 - In 2023, they had a total of 70 deposits for the entire year
- One community added 9 new waitlist members from their single event
 - In 2023 they had a total of 9 new waitlist members for the entire year
- One community had a 29.73% conversion rate for new waitlist depositors
- Matchback analysis confirmed the four campaigns resulted in 315 new, qualified leads

“Our experience with the MicroModeling mailing list process has been nothing short of exceptional. We were impressed by the precise targeting and personalized approach, which allowed us to effectively and efficiently reach prospective residents. As a result, we saw a significant increase in conversions, more than doubling our previous success rates. I highly recommend this innovative service for any business looking to maximize results from direct mail campaigns.”

Peter Robinson, Chief Marketing Officer, LifeSpire of Virginia