



The sales conversion rate was 13.92% for new waitlist depositors from the MicroModeling prospecting list.



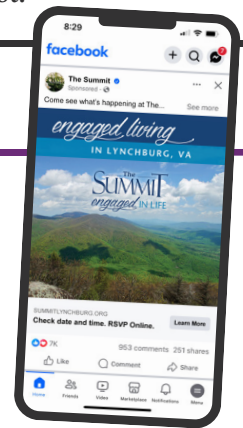
THE OBJECTIVES

Sabal Strategy and Illumia combined our expertise to help The Summit — a major LifePlan community in Lynchburg, VA, acquire new leads and waitlist deposits for their planned expansion. Lynchburg has a modest population of nearly 80,000 and 20 senior living communities. The market includes The Glebe, a sister senior living community, which is 47 miles to the west.



CUSTOMIZED SOLUTIONS

- The Summit'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.
 - March: the postcard invitation and 2 follow-up emails were sent
 - April-June: social media and display ads & retargeting ads
 - Individuals who visited the website were retargeted with additional campaign ads
 - The modest ad budget was \$900
- At the end of the campaign, matchback analysis further refined the audience for future campaigns.



SUCCESS METRICS

173 ATTENDEES **324 NEW** LEADS **38 NEW** WAITLIST MEMBERS

- The three scheduled events were fully booked with 218 RSVPs and 173 attendees
- In 6 months they had 324 new leads and 24.38% of them were matched back to the prospecting list
 - Of the matched group, they saw a 13.92% conversion for depositors
- From January to June, The Summit welcomed 38 new waitlist members for the planned expansion
 - They had a total of 16 in 2023
- Direct mail was listed as the primary source for 123 new leads
 - Within 6 months, 2.59% of prospects were new leads from the modeled list of 12,500

“Our experience with the MicroModeling mailing list process has been nothing short of exceptional. The precise targeting and personalized approach allowed us to effectively and efficiently reach prospective residents, more than doubling our previous success rates.”

Peter Robinson, Chief Marketing Officer, LifeSpire of Virginia