

TRACTADS

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MULTI-LOCATION LIFE CARE OBJECTIVE: VISITS

Scenario: A life plan community with a mix of independent living apartment homes and assisted living suites needed to fill vacant units for long term life care.

Results: The TractAds Team identified the target audience by the behaviors of the adult child. The adult child was then remarketed to influence a scheduled appointment and then ultimately a visit to the property for a tour.



Monthly Budget \$5,000	Monthly Results 18 visits / 4.33 sold
Conversion Value (LTV) \$88,000	Estimated Return \$381,333

An average of 4.33 units were sold per 18 visits each month. The LTV is the value of the unit sold.