

Heartis Mid Cities June Insights

Leads

- In June, leads passed to the CRM maintained similar trends compared to the prior month, and the number of on-deck-active leads generally held steady as well. However, the count of on-deck-lost leads decreased significantly by 42.9% MoM, with fewer leads from the website and paid aggregators being closed out. This indicates more qualified leads from the website and ads campaigns, reducing the number of leads that became inactive.
- The number of prospects interacting with the chatbot and lead forms on the site increased by 12%, and the number of tours reported from Further doubled in June. As a result, the prospect-to-tour rate rose by nearly 80%. This improvement suggests that the outreach and engagement strategies being implemented are effectively capturing interest and motivating prospects to take the next step.

Commented [ML1]: Truly just line edits to streamline some of our sentences. No edits to the content. Great job!

Commented [GU2]: Why do you think this happened? Any data you could use that could expand on this point?

Website Performance

- Overall website performance saw a slight all-around increase in users, sessions, views and events month over month (4.2%, 2.4%, 3.7% and 3.0% increase, respectively). The sources that generated the most volume were the google campaign, organic google and the Facebook campaign.
- The Google Ads campaign garnered over 20% more users, sessions and events, with the number of conversions increasing four times compared to last month.

Commented [ML3]: Just moved this so it follows the report!

Commented [FC4]: i'm seeing that the sources that generated the most volume for those metrics was paid google, organic google, and then facebook. If we're talking about conversions, it would be google paid, google organic, and yahoo organic.

Commented [FC5]: I'd say "over 20%" here

Google Ads

- Clicks and conversions both rose in June, with the conversion rate remaining steady. The independent living ad group attracted the most traffic, but the assisted living keywords demonstrated a higher efficiency in conversion rate with more than a 60% increase in the conversion rate month over month. The memory care ad group also experienced a significant boost in conversion metrics.
- In the auction insights, Mid Cities held approximately a 10% impression share, only behind A Place for Mom which has consistently been the top competitor at 14.1%. Despite this, Mid Cities' top of page rate remained towards the bottom of the list, impacting its ad visibility above organic results:
 - Live Overture

- Legend Senior Living
- A Place for Mom
- Brookdale
- Mid Cities
- Sunrise Senior Living

Meta Ads

- Following the retargeting and prospecting campaign trends from May, the total link clicks and landing page views for the awareness campaign have continued to slightly decrease as the budget was reallocated to prioritize the retargeted audience.
- Additionally, the campaign is still experiencing trouble with bringing in conversions, resulting in no new website or chat leads. With the prospecting campaign, prospects are still in the awareness stage, they may not be ready to take action yet; however, we are still seeing slow growth from the retargeting campaign. This shift in budget to retargeting narrowed the audience focus, which may lead to reduced engagement and traffic metrics overall but may help generate additional conversion volume.

Commented [GU6]: I would specify the clicks and lpsvs are for the awareness campaign. And, I might say "to prioritize the retargeted audience" not "repeat users."

Commented [GU7]: i would add something in about why this is. This is a top of funnel brand awareness campaign, and so we're not going to see a lot of conversions, if at all, and that's ok.