



Bild & Co White Paper Case Study

March 2, 2023
Weekly Data Drips



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Lead Source Analysis

Bild & Co conducted research amongst senior living communities in Ohio, Pennsylvania, and West Virginia, to review the top 3 lead sources and their conversions to tours and move ins.

Target: Ohio, Pennsylvania, West Virginia

Time Period Data Analyzed: 1/1/2022 – 12/31/2022

Data Reviewed: Lead sources and their outcomes/conversions

Lead Source Category Definitions:

- Paid Referral Sources: APFM, Care Patrol, Caring.com, Referral Agency, Senior Advisor
- Professional Sources: Agency/Association, AL, Attorney, Case Manager, Home Health, Hospice, Hospitals, Nursing Home, Others.
- Digital Sources: Direct Traffic, HubSpot, Organic Search, Paid Social, Paid Search/Google, Website, Internet, Roobrik, TalkFurther, Other Campaigns.

Below is a summary of key findings:

- The top three lead sources for each year were: paid referral sources, digital sources, and professionals.
- The highest converting lead source for 2022 is (inquiry to tour):
 - 2022 – Professionals at 56.23%
- The highest converting lead source for 2022 is (tour to move in):
 - 2022 – Professionals at 65.34%

In 2022 we saw Paid Referral Sources had a total of 2,651 new inquiries, which is 57.4% of all leads in 2022. Digital Lead Sources had 27.2% of all new inquiries and Professional Referral Sources had 6.7% of all new inquiries. Leaving about 8.7% to other lead sources like, friends, family, employees, resident referrals, drive-bys, advertising, none, etc.

Paid Referral Sources had the most move ins. Professional Sources had the highest converting leads to move ins at 36.74%. Digital Lead Sources converted 4.53% of leads to move ins, while Paid Referrals converted 4.94% of leads to move ins.

**2022 Industry
Average
Conversions**

**Inquiry
to Tour
30%**

**Tour to
Move In
25%**



Case Study Totals

Inquiry, Tours, Move Ins Count and Conversions

**Color is either red or green dependent on category being higher or lower than previous quarter.

YTD 2022

2022 COUNT	Inquiries	Tours	Move Ins
Paid Referrals	2651	504	131
Digital	1258	97	57
Professional	313	176	115
All Lead Source TOTALS	4617	1100	426

2022 CONVERSIONS	Inquiry-Tour	Tour-Move In	Inquiry-Move In
Paid Referrals	19.01%	25.99%	4.94%
Digital	7.71%	58.76%	4.53%
Professional	56.23%	65.34%	36.74%
All Lead Source TOTALS	23.82%	38.73%	9.23%

2022 Quarterly Breakdown

	Q1-2022			Q2 - 2022			Q3 - 2022			Q4 - 2022		
	Inquiries	Tours	Move Ins	Inquiries	Tours	Move Ins	Inquiries	Tours	Move Ins	Inquiries	Tours	Move Ins
Paid Referral	615	132	33	587	128	19	725	146	33	681	106	23
Digital	252	41	12	236	12	32	379	58	17	313	54	16
Professional	62	38	18	55	37	19	97	50	37	75	45	29
All Lead Source TOTALS	1055	286	103	1005	274	107	1285	307	112	1176	263	102



Q1-2022 – Q4-2022

Conversions for Q1 - 2022			
	Inquiry - Tour	Tour - Move In	Inquiry to Move In
Paid Referrals	21.46%	25.00%	5.37%
Digital	16.27%	29.27%	4.76%
Professional	61.29%	47.37%	29.03%
All Lead Source TOTALS	27.11%	36.01%	9.76%
Conversions for Q2 - 2022			
	Inquiry - Tour	Tour - Move In	Inquiry to Move In
Paid Referrals	21.81%	14.84%	3.24%
Digital	5.08%	266.67%	13.56%
Professional	67.27%	51.35%	34.55%
All Lead Source TOTALS	27.76%	39.05%	10.65%
Conversions for Q3 - 2022			
	Inquiry - Tour	Tour - Move In	Inquiry to Move In
Paid Referrals	20.14%	22.60%	4.55%
Digital	15.30%	29.31%	4.49%
Professional	51.55%	74.00%	38.14%
All Lead Source TOTALS	23.89%	36.48%	8.72%
Conversions for Q4 - 2022			
	Inquiry - Tour	Tour - Move In	Inquiry to Move In
Paid Referrals	15.57%	21.70%	3.38%
Digital	17.25%	29.63%	5.11%
Professional	60.00%	64.44%	38.67%
All Lead Source TOTALS	22.36%	38.78%	8.67%

CONTACT US
1-800-640-0688

10801 Starkey Rd., Suite 104 Seminole, FL 33777

revenue@bildandco.com

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