



# 2023 Lead Source Analysis White Paper

**April 4, 2024**  
**Senior Living Weekly Data Drips**

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## **2023 Lead Source Analysis**

BILD analyzed senior living community's sales conversion and activity trends for 2023 regarding inquiries, tours, deposits, move ins, calls, texts, etc. This study targets multiple states in the U.S. Below is the executive summary and key findings.

**Target:** 30 different States – 9 U.S Regions

**Time Periods Data Analyzed:** 1/1/2023 – 12/31/2023

**Data Reviewed:** Top 3 Lead Sources in 2023

### **Lead Source Category Definitions:**

- **Paid Referral Sources:** A Place For Mom (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, VSA, Other Campaigns.

Below is a summary of the key findings:

- Reviewing all care levels and the top 3 lead sources, paid referrals averaged 55% of new leads in Q1-2023 and 47.4% in Q3-2023. Compared to Q2-2023 where 47.46% of leads came from digital sources. Overall, in 2023, **49.4%** of new leads are from paid referrals, while **43%** of new leads are from digital sources.
- In 2023, **41.86%** of tours were generated from digital sources and **38.66%** of tours came from paid referrals. Paid referrals had **36.86%** of move ins while digital sources had **38.64%** of the move ins during 2023.



49.4%

• Paid Referrals

43%

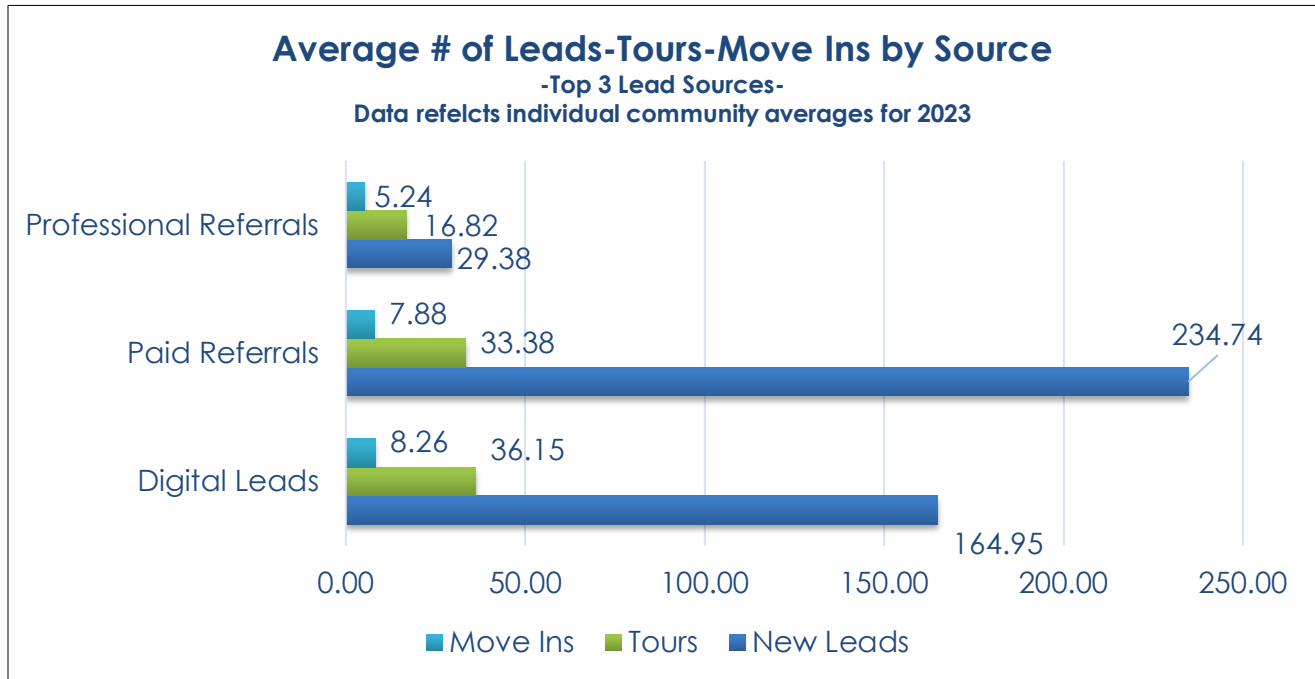
• Digital Sources



7.6%

• Professional Referrals

## Activity from Lead Sources

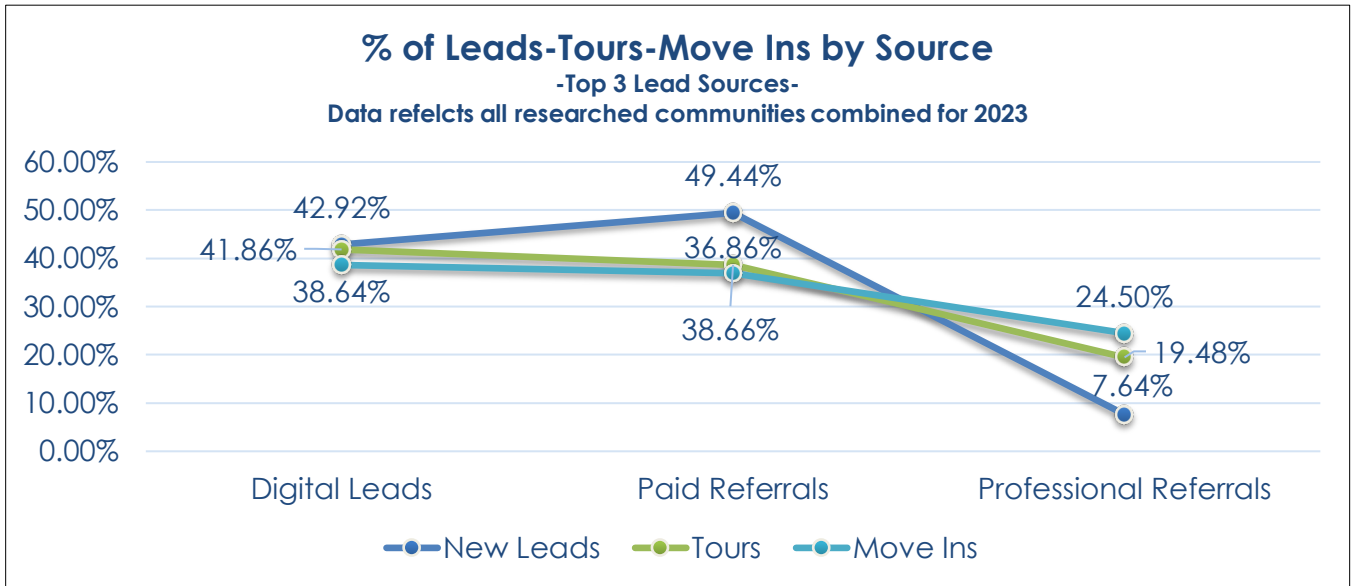


- Paid referrals such as A Place For Mom, Caring.com and other referral agencies averaged 19.6 new leads per community, per month in 2023. Paid referral sources averaged more new leads, while digital sources averaged a higher amount of move ins and tours for the year.

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- Overall, digital lead sources had the highest percent of move ins at 38.64% while digital leads averaged 42.92%, and professional referrals had a 24.5% of move ins during 2023. Professional referrals had a lower lead, tour, and move in amount but had the highest conversion rates.

### Care Service - Top Lead Source

### Independent Senior Living - Top Lead Source

During 2023, in Independent Living, digital lead sources had the top new leads, tours, and move ins counts. 63% of new leads, 87% of tours, and 87% of move ins were from digital lead sources.

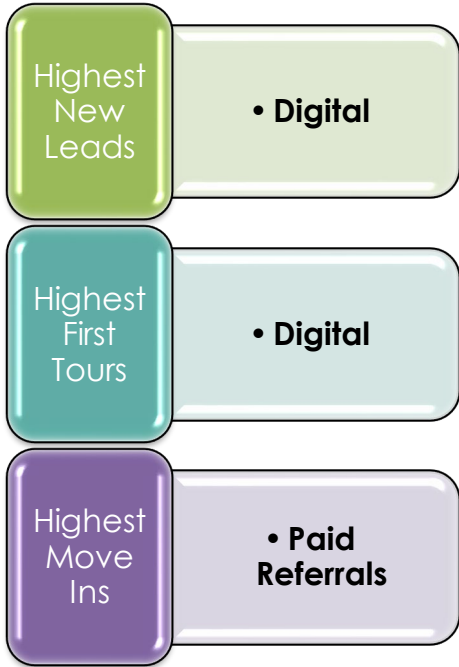
Previously, in Q4-23, digital leads topped the highest number of tours with about 80% of the tours coming from digital sources. That reflects a 7% increase of digital lead tours in independent living.

Highest New Leads  
**Digital**

Highest First Tours  
**Digital**


Highest Move Ins  
**Digital**

## Assisted Living/Memory Care - Top Lead Source




During 2023, in Assisted Living and Memory Care, digital sources had over 73.6% of new leads and 62% of the initial tours.


Paid Referrals for Assisted Living and Memory Care combined had the highest number of move-ins in 2023 at 49% of the move ins.



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

Conversions for Q4 – 2023			
	Inquiry - Tour	Tour - Move In	Inquiry to Move In
Paid Referrals	16.31%	25.42%	4.15%
Digital	20.35%	24.61%	5.01%
Professional	53.16%	33.54%	17.83%
All Lead Source TOTALS	<b>24.4%</b>	<b>26.7%</b>	<b>5.56%</b>
Conversions for Q3-2023			
Paid Referrals	15.35%	22.98%	3.53%
Digital	15.94%	21.72%	3.46%
Professional	48.07%	42.34%	20.35%
All Lead Source TOTALS	<b>27.6%</b>	<b>34.9%</b>	<b>10.6%</b>
Conversions for Q2 – 2023			
Paid Referrals	17.23%	25.91%	4.47%
Digital	17.70%	23.74%	4.20%
Professional	44.52%	62.31%	27.74%
All Lead Source TOTALS	<b>22.00%</b>	<b>23.70%</b>	<b>5.90%</b>
Conversions for Q1 - 2023			
Paid Referrals	16.14%	25%	4.03%
Digital	21.24%	21.33%	4.53%
Professional	66.67%	34.62%	23.08%
All Lead Source TOTALS	<b>27.4%</b>	<b>25.06%</b>	<b>6.68%</b>
Conversions for Q4 - 2022			
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	<b>22.36%</b>	<b>38.78%</b>	<b>8.67%</b>
Conversions for Q3 - 2022			
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	<b>23.89%</b>	<b>36.48%</b>	<b>8.72%</b>
Conversions for Q2 - 2022			
Paid Referrals	21.81%	14.84%	3.24%
Digital	5.08%	26.67%	13.56%
Professional	67.27%	51.35%	34.55%
All Lead Source TOTALS	<b>27.76%</b>	<b>39.05%</b>	<b>10.65%</b>
Conversions for Q1 - 2022			
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	<b>27.11%</b>	<b>36.01%</b>	<b>9.76%</b>