



Bild & Co  
Q2-23 Lead Source  
Analysis White Paper

**September 7, 2023**  
**Seniors Housing Weekly Data Drips**



## Q2-23 Lead Source Analysis

Bild & Co conducted research among multiple senior living communities nationwide, with focus on Q2-2023. This white paper drills down on new leads and their identifying source comparing Q1-2023 and Q2-2023 with 2022. Below is the executive summary and key findings.

**Target:** 33 States - (AZ, CA, CO, CT, GA, IA, LA, MA, NH, NJ, NY, PA, RI, TX, VA, WV)

**Time Periods Data Analyzed:** 4/1/2023 – 6/30/2023

**Data Reviewed:** Lead Sources in Q2-23

### 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 lead sources, paid referrals averaged 55% of all new leads in Q1-2023. Compared to Q2-2023 where 47.46% of leads came from digital sources.



- In Q1-2023 paid referrals had the top tours at 43%, while digital had 38%. Now in Q2-2023 we are seeing an increase in digital tours with 44.39% of tours being from digital sources and 42.93% of tours from paid referrals. While paid referrals had 37.62% of move ins and digital had 35.64%.

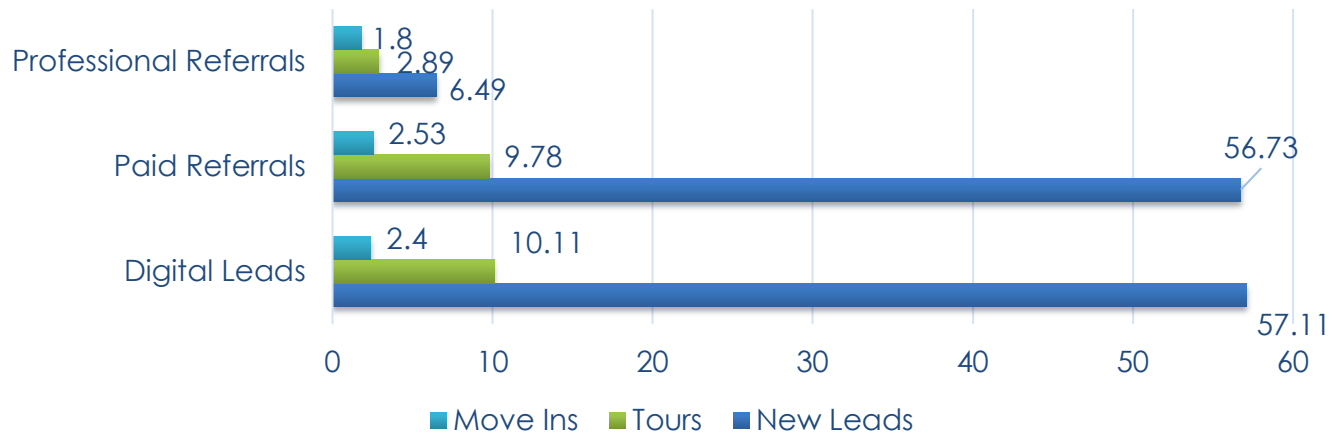
## Q2-23 Lead Source Analysis

## Activity from Lead Sources

## Average # of Leads-Tours-Move Ins by Source

-Top 3 Lead Sources-

Data reflects individual community averages Q2-23

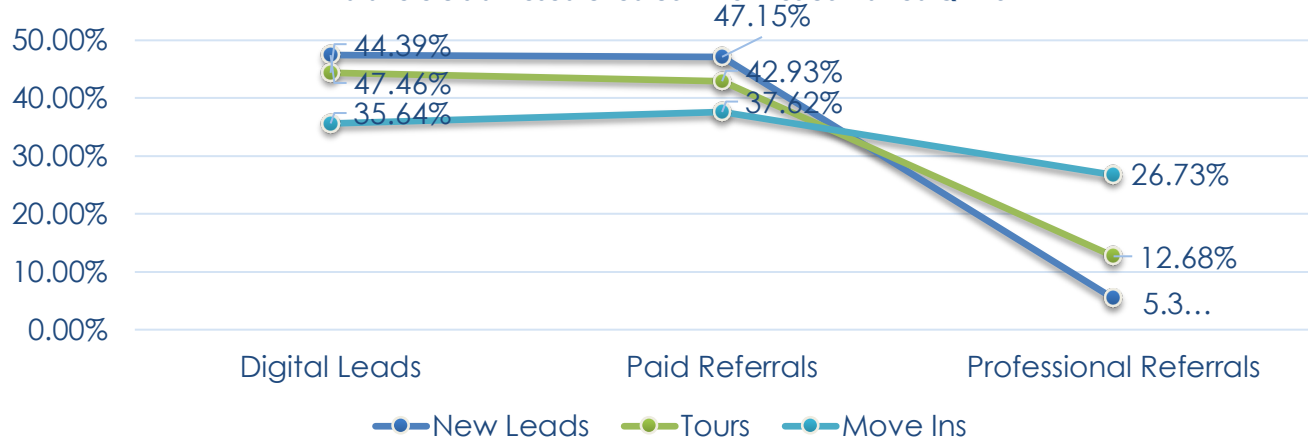


- Paid referrals such as A Place For Mom, Caring.com and other referral agencies averaged 56.73 new leads per community, in Q2-23. Digital lead sources averaged more leads and tours than paid and professional referrals sources.

## % of Total Leads-Tours-Move Ins by Source

-Top 3 Lead Sources-

Data reflects all researched communities combined Q2-23



- Overall, paid referrals had the highest percent of move ins at 37.62% while digital leads averaged 35.64%, and professional referrals had a 26.73% of move ins during Q2-23. Professional referrals had a lower lead and tour amount but had the higher conversion rate.

## Q2-23 Lead Source Analysis

### Care Service - Top Lead Source

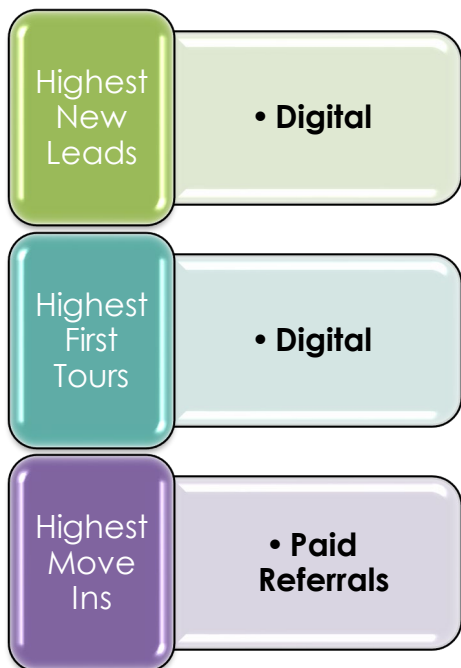
#### Independent Living - Top Lead Source

During Q2-2023, in Independent Living, paid referral sources had the top new leads. As well as 46% of the move-ins for Independent Living.

Paid referrals for topped the highest number of tours in Q2-2023, at roughly 38% of all Independent Living top tour sources.



#### Assisted



#### Living/Memory Care - Top Lead Source

During Q2-2023, in Assisted Living and Memory Care, digital sources had the highest number of new leads at 68%. Digital leads also had 70% of first tours in AL/MC.

Paid Referrals for Assisted Living and Memory Care combined had the highest number of move-ins in Q2-2023, at roughly 67% of the total move ins.

## Q1-2022, Q1-2023, Q2-2023 Conversions

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

Conversions for Q2 – 2023			
	Inquiry - Tour	Tour - Move In	Inquiry to Move In
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%	266.67%	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>