

50% More Tours at Senior Living Facility

A senior living facility was looking to attract more inquiries from families seeking care for elderly relatives. Their agency hired PPC.ninja to manage their Google Ads campaigns with a focus on boosting form submissions and phone calls.

Increase inquiries for senior care services.

Strategy:



Created ad copy that focused on the facility's core strengths: safety, personalized care, and community amenities.



Optimized the landing page with testimonials and a simple inquiry form.



Leveraged audience targeting to reach families researching senior living options.

Results:

1. Achieved a 5.9% CTR, outperforming industry benchmarks.
2. Cost per acquisition dropped from \$120 to \$75.
3. Lead volume increased by 36% within the first two months.
4. 50% more inquiries were generated from organic and paid traffic combined.

Testimonial:



"We've been thoroughly impressed by PPC.ninja's work on our senior care client's PPC campaigns. The boost in inquiries and the reduction in cost per lead were significant. Their team is highly responsive and detail-oriented, making them a fantastic white-label partner."

- CEO and Director

