



## Case Study: How "We Are Paid Search" Outperformed "Lead Aggregators" and "Field Marketer Referral Partners" FMRP, in Senior Care Marketing

### Driving Superior Move-in Rates: "We Are Paid Search" vs. "Lead Aggregators" and "Field Marketer Referral Partners"

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#### Introduction:

In the highly competitive senior care market, acquiring high-quality leads that convert into actual move-ins is crucial for success. Senior care communities often rely on multiple lead generation sources, including digital marketing agencies, lead aggregators (like A Place for Mom or Caring.com), and referral partners (such as hospitals or doctors).

This case study highlights how "We Are Paid Search" consistently outperformed both lead aggregators and Field Marketer referral partners in generating leads and converting those leads into move-ins for **Seaside Hallandale Beach**.

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#### Objective:

The purpose of this analysis is to evaluate the effectiveness of different lead sources—**We Are Paid Search**, **Lead Aggregators**, and **Field Marketer Referral Partners**—in driving leads and converting them into residents. The focus is on **conversion rates** (leads to move-ins) and the overall impact on senior care communities.

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#### Methodology:

Data was collected from Seaside Hallandale Beach across 12 months (August 2023 to August 2024), tracking key performance indicators:

- **Leads Generated:** The total number of leads generated by each source.
- **Move-ins:** The number of leads that converted into actual move-ins (residents).
- **Conversion Rates:** The percentage of leads that turned into move-ins, indicating the quality of the leads.

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**Key Findings:**

The data shows that **We Are Paid Search** provided superior performance in both lead quality and move-ins compared to traditional lead aggregators and referral partners.

**Performance Breakdown:**

Metric	We Are Paid Search	Lead Aggregators	FMRP's
Total Leads (2024)	60	225	29
Total Move-ins (2024)	15	1	11
Conversion Rate	25.00%	0.44%	37.93%

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**1. Lead Generation:**

Over the course of 2024, **We Are Paid Search** generated 60 high-quality leads, significantly fewer than the 225 leads generated by lead aggregators. However, **lead quality**—not quantity—makes the difference in move-ins.

- **Example:** In August 2024, **We Are Paid Search** produced 9 leads, while lead aggregators generated 31. Despite the larger number of leads from the aggregators, only **We Are Paid Search** and referral partners contributed to actual move-ins.

**2. Conversion Rates:**

The most compelling aspect of the case study is the **conversion rate**, which clearly demonstrates the superiority of **We Are Paid Search**. With a **25% conversion rate**, "We Are Paid Search" far outperformed lead aggregators, who struggled with an **abysmal 0.44%** conversion rate. Even referral partners, with a **37.93% conversion rate**, couldn't scale to the level of **We Are Paid Search's** consistent lead-to-move-in efficiency.

- **Example:** In July 2024, **We Are Paid Search** generated 11 leads and converted 4 into move-ins (36.36%). Meanwhile, lead aggregators generated 30 leads but achieved zero move-ins, demonstrating the significant disparity in lead quality and overall effectiveness.

**3. Move-ins:**

Out of the 60 leads generated by **We Are Paid Search** in 2024, **15 resulted in move-ins**, showcasing the high intent and quality of these leads. In stark contrast, lead aggregators only managed **1 move-in from 225 leads**, revealing their inefficiency and lower lead quality.

Filed Marketer Referral Partners, although generating fewer leads (29), achieved **11 move-ins**, showing good performance in conversion rates but still not matching the scale or reach of **We Are Paid Search**.

### Case Example: Seaside Hallandale Beach - August 2024

- **We Are Paid Search:** 9 leads, 2 move-ins (**22.22% conversion rate**).
  - **Lead Aggregators:** 31 leads, 0 move-ins.
  - **Field Marketer Referral Partners:** 4 leads, 1 move-in (**25% conversion rate**).
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### Conclusion:

The data from Seaside Hallandale Beach clearly demonstrates that **We Are Paid Search** not only generated high-quality leads but also delivered a far superior conversion rate compared to traditional lead aggregators and even referral partners. The **25% conversion rate** achieved by **We Are Paid Search** greatly surpasses the **0.44% conversion rate** of lead aggregators, proving that digital marketing strategies focused on targeted, intent-driven leads outperform generic lead generation platforms.

Senior care communities relying on lead aggregators are missing out on significant move-in opportunities. By switching to **We Are Paid Search**, communities can dramatically improve their lead-to-move-in ratio, reduce wasteful spending on low-quality leads, and ultimately increase occupancy rates more efficiently.

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### Key Takeaways:

- **We Are Paid Search** delivers superior move-in rates, making it a more cost-effective and reliable lead generation partner.
- Lead aggregators produce a large volume of low-quality leads, resulting in very few conversions to move-ins.
- Referral partners, while effective, do not scale as efficiently as **We Are Paid Search** for long-term growth in senior care marketing.

For senior care communities seeking to boost their occupancy rates and drive predictable growth, **We Are Paid Search** offers a **proven solution** that consistently outperforms all lead aggregators and field marketer referral partner networks in the senior care space.