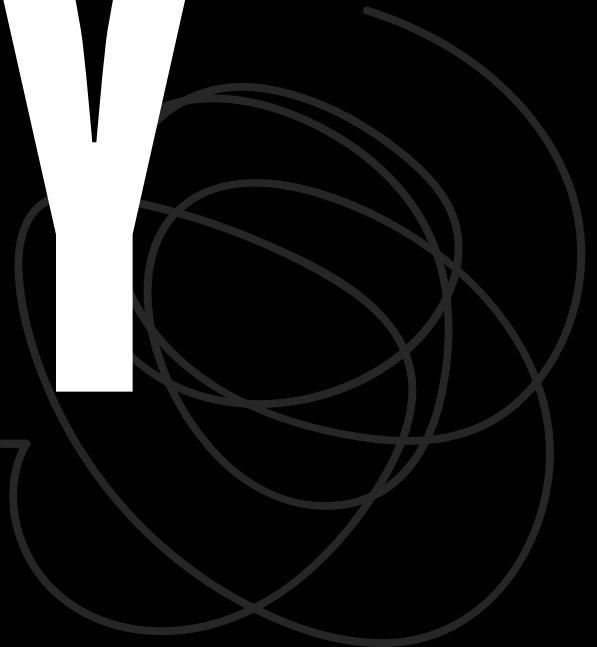
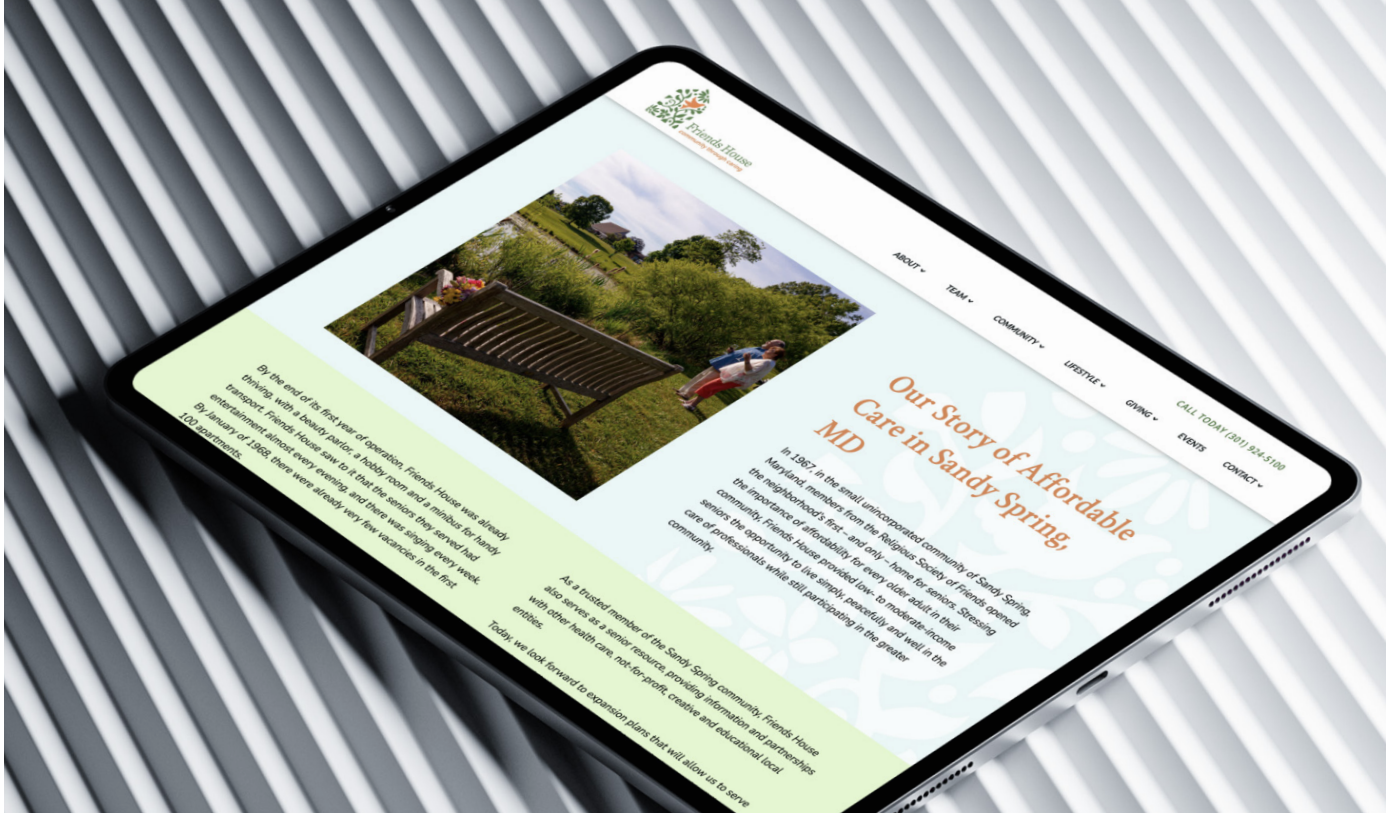


FRIENDS HOUSE LIFE
PLAN COMMUNITY:
BENCHMARK-DEFYING
DIGITAL STRATEGY

CASE STUDY

ADage
Marketing Group





35%
INCREASE IN
ENGAGEMENT

72%
COMPLETION
RATE

32%
CONVERSION
RATE

52%
OPT-IN RATE

OBJECTIVE:

To pivot Friends House Life Plan Community’s digital strategy to a user-centric approach with a focus on measurable outcomes, harnessing the analytical power of Roobrik.

STRATEGIC TRANSFORMATION:

Enhanced User Experience: The Friends House website was revamped with the user’s journey in mind, significantly exceeding the industry’s average engagement benchmarks.

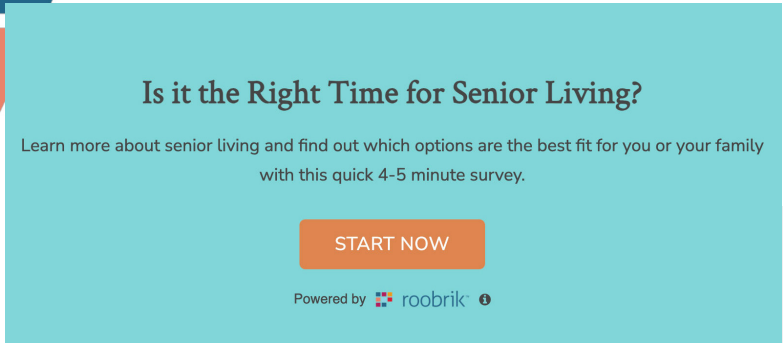
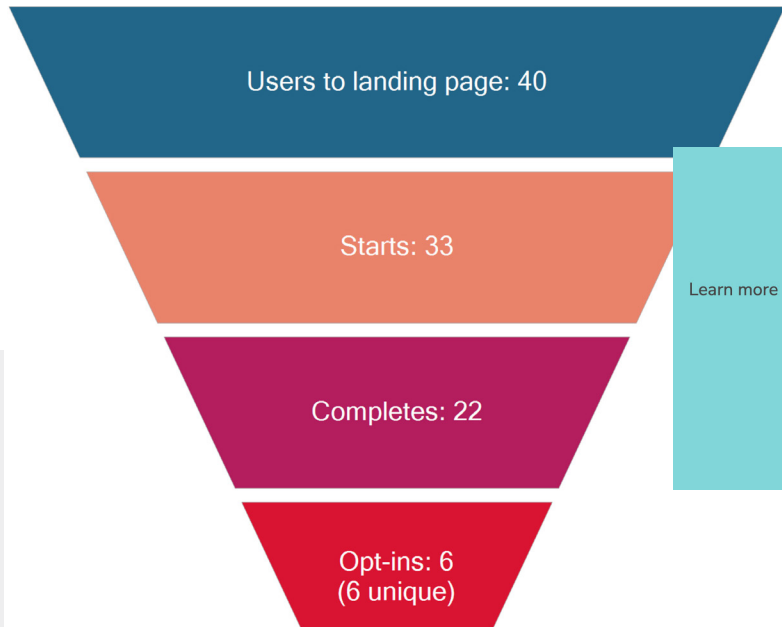
Brand Identity Refinement: We strengthened the brand’s digital identity, leading to an exceptional 35% increase in website engagement.

ROOBRIK’S ROLE AND RESULTS:

User Engagement: The Roobrik assessment tool’s implementation resulted in a remarkable 72% completion rate, outperforming the Roobrik benchmark of 40-60%.

Conversion Success: The tool’s conversion rate reached an astonishing 32%, eclipsing the typical 6-12% benchmark, demonstrating its effectiveness in guiding users towards making informed decisions.

Opt-in Commitment: An impressive 52% opt-in rate from those who completed the assessment was achieved, more than doubling Roobrik’s expected range of 20-40%, indicating a high level of user engagement and willingness to stay connected with Friends House.



INSIGHTS AND IMPACT:

Beyond Expectations: The data-driven personalization strategy resonated with users, evident from the significant opt-in rates and the deep engagement with tailored follow-up content.

Benchmarks Surpassed: Friends House’s strategy didn’t just meet the set objectives; it set a new standard for user engagement in the senior living industry.

FORWARD MOMENTUM:

The success story of Friends House Life Plan Community is a resounding endorsement of ADage Marketing Group’s ability to not only meet but also exceed industry benchmarks through innovation and personalization.



Envision achieving and surpassing your own benchmarks with ADage Marketing Group’s expertise. Let us elevate your community’s digital engagement and conversion rates in 2024. Partner with us for results that redefine success in the senior living sector.

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