

Roobrik Lifts Web Leads 33% for Brightview Senior Living in 2023



For Brightview Senior Living, marketing their communities means meeting prospects wherever they are in their decision-making process — whether someone is doing initial research or responding to a crisis. Brightview’s website reflects that philosophy, with a variety of opportunities for engagement including, since 2019, Roobrik Surveys.

“It’s opened up a new stream of move-ins that otherwise we might miss.”

*Mike Thompson
Director of Marketing, Brightview*

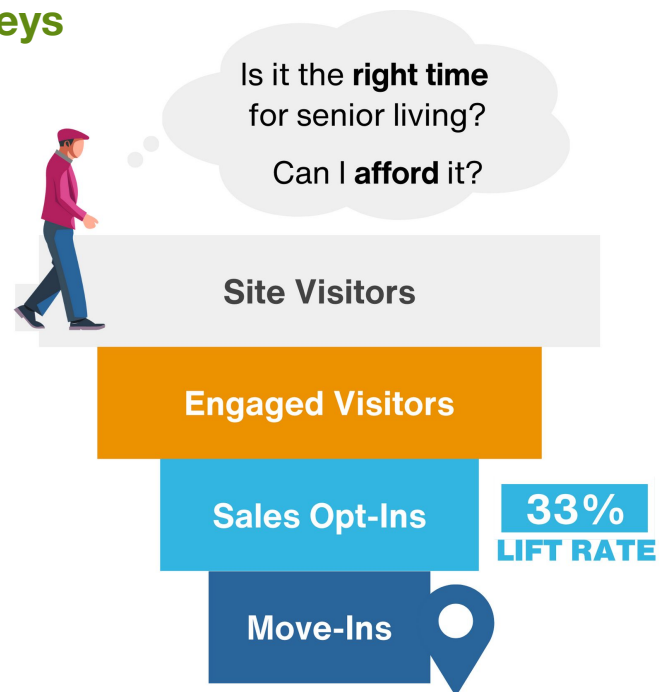


Sales Opt-ins Thrive From Roobrik Surveys

Brightview leverages four Roobrik Surveys across their community sites. Roobrik’s full suite of consumer surveys are purpose-built to help older adults and families navigate senior living decisions and convert from researchers into high-quality sales-ready leads.

For Brightview, motivating that hidden audience resulted in a 33% incremental increase in leads from their web traffic in 2023.

And those leads converted to move-in at higher rates than other web leads.



About Roobrik’s Lift Rate

It’s typical for Roobrik clients to drive 20-40% additional web leads from their existing traffic. For example, if a community is driving 10 web leads each month, they can expect Roobrik to contribute 2-4 net new leads each month that would have otherwise bounced off the site.

Roobrik Drove 3 Supplemental Move-Ins Per Community in 2023

In 2023, Roobrik was a part of the buyer journey for 168 Brightview move-ins. At an average **overall cost/sale of \$700**, Roobrik was one of Brightviews most efficient lead and move-in generators.

Roobrik was their first touch for 80 move-ins with a cost/move-in of \$1470.

Roobrik averaged 3.29 net new move-ins per community across the 50 that Roobrik served.

Roobrik Surveys — not just for Roobrik Leads

Because Brightview takes a holistic approach to sales and marketing automation, they make Roobrik Surveys available through **sales and marketing nurture** sequences, to send via chat, and through the call center.

“Roobrik is such a valuable asset to us. It helps us better understand our prospects and that informs our nurture and remarketing campaigns,” said Thompson. “It’s the unbiased nudge prospects need.”



“I want to get Roobrik in front of every prospect.”

*Mike Thompson
Director of Marketing, Brightview*

Roobrik Delivers Big as Enablement Tool

Mike emphasizes that Roobrik isn't a sales pitch but rather an unbiased and valuable resource for prospects that delivers **20+ key data points to sales advisors**.

“We’re getting these insights straight from the prospect,” he explains. “The more people I can get to take Roobrik assessments, the more data we gather and the more that fuels great conversations.”

Learn how Roobrik optimizes conversion at each stage of the buyer journey.

Schedule a demo at roobrik.com
or email sales@roobrik.com.