Scenario

Judson Senior Living sought to increase qualified inquiries from prospective residents and their families through a digital advertising campaign. Competing with both local and regional senior living communities, Judson aimed to strengthen visibility and drive meaningful engagement with audiences exploring care options online

The Challenge

- Generating consistent, high-quality leads in a competitive senior living market with rising acquisition costs.
- Capturing intent from both adult children researching for loved ones and older adults exploring independent living options.
- Balancing Search and Display performance to ensure both immediate lead capture and ongoing brand awareness.
- Demonstrating measurable ROI from ad spend while maintaining a cost per lead under $100.

Search Campaign Architecture

- Combined Search Ads for high-intent local queries with Display Ads for awareness and retargeting.
- Optimized call extensions and “click-to-call” CTAs to convert mobile users directly.
- Focused tracking on meaningful conversions — phone calls (60+ seconds) and form submissions.

Results

241% Increase in Conversions

47K Clicks

400% Impressions Grew by

69% Top-of-Page Visibility

Conclusion

The integrated Search and Display campaign successfully positioned Judson Senior Living as a trusted care provider in a competitive market. By emphasizing phone based conversions and maintaining a steady CPL under $100, the campaign balanced cost efficiency with high-quality engagement. The results highlight the impact of a multi-channel approach where Search captured high intent leads and Display sustained brand awareness to support ongoing growth.