

# 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*

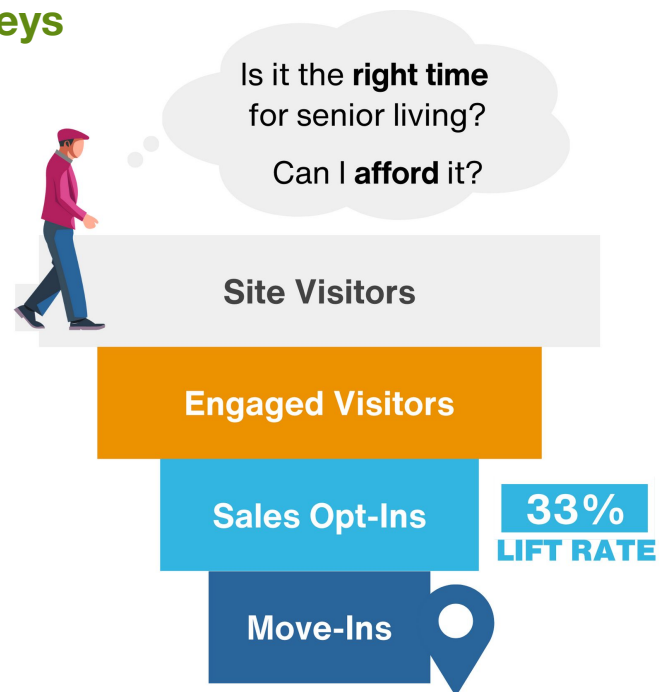


## Sales Opt-ins Thrive From Roobrik Surveys

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.

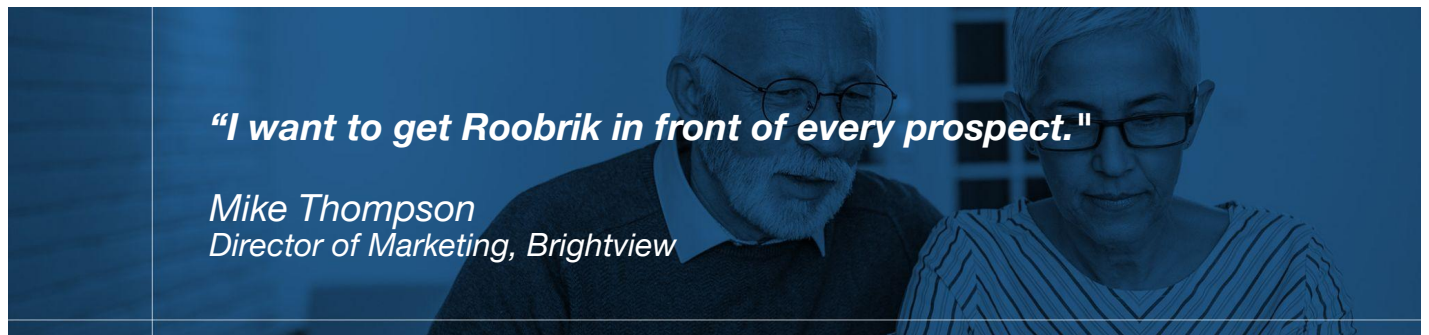
Roobrik was their first touch for 80 move-ins with a cost/move-in of \$1470.

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](https://roobrik.com)  
or email [sales@roobrik.com](mailto:sales@roobrik.com).