

Paid Media Client Success

Optimizing paid content to connect seniors with the right care community

CLIENT

SRG Senior Living

La Vida Real community

About Fountain

Fountain Digital is a rapidly growing digital marketing agency focused on senior living and increasing quality leads through analytics-driven strategy and technology. We offer a range of services including digital marketing, website development, data analytics, and email automation, empowering senior living organizations to thrive. With a focus on customer service and deep digital expertise, Fountain Digital is committed to delivering high-performance websites and campaigns.

CONTACT US

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Overview & Challenge

As monthly results remained relatively limited for leads, prospects and move-ins, it highlighted an opportunity to strengthen paid media performance to drive more consistent growth throughout the lead funnel.

Beginning in Q3-2025, Fountain Digital rebuilt La Vida Real, an SRG Senior Living Community, paid search strategy using historical performance and competitive intelligence Occulytics Market Intel to refine campaign structure, keywords, bidding, and geographic targeting. To increase lead volume, there was a strategy executed to expand the targeting radius from 13 to 15 miles and later launch Performance Max to capture incremental demand across Google's inventory.

THE DECISIONS THAT DROVE THE RESULTS

Data-led targeting
Occulytics insights, put into action

13 to 15 mile expansion
Targeting radius strategically widened

Performance Max
Capturing incremental demand

COMPETITIVE INTELLIGENCE POWERED BY

Untapped resident and adult-child geography, from real move-in data.

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MARKET INTELLIGENCE

Before the paid search rebuild, SRG used Occulytics Market Intel to re-read the competitive landscape around La Vida Real, not from census-style estimates, but from the actual residents moving into every community in the market, and the adult children and close family who shape those decisions.

Those pockets became the targeting expansion Fountain Digital built the paid search program around.

INCREASED LEADS

93%

Leads grew by over 93% YoY, from 121 to 233.

GENERATED PROSPECTS

88%

Prospects surged by 88% YoY, 107 to 201.

TOURS

148%

First tours grew 148% YoY, from 29 to 72.

MOVE INS

375%

Move-ins grew 375% YoY from 4 to 19.

Results

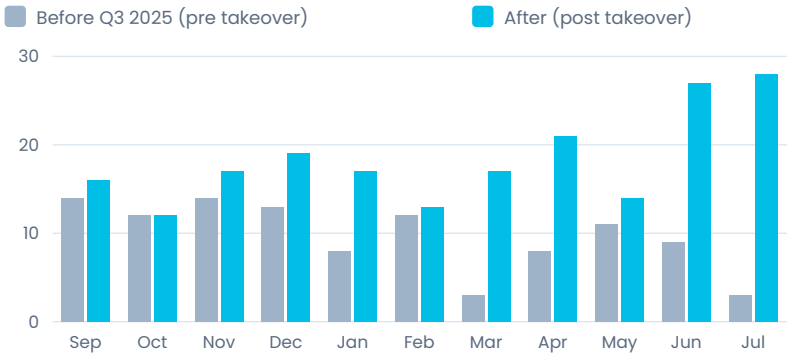
After continuous campaign optimizations, using Occulytics Market Intel to identify untapped resident and adult-child geography and refine targeting, and implementing a new campaign structure, La Vida Real has achieved significant, lasting growth across every stage of the funnel since Fountain Digital took over in August 2025.

Growth has accelerated further - with Tours and Move-ins increasing at a faster rate than top-of-funnel volume. These results indicate clearly that we are not only driving more leads, but also improving lead quality.

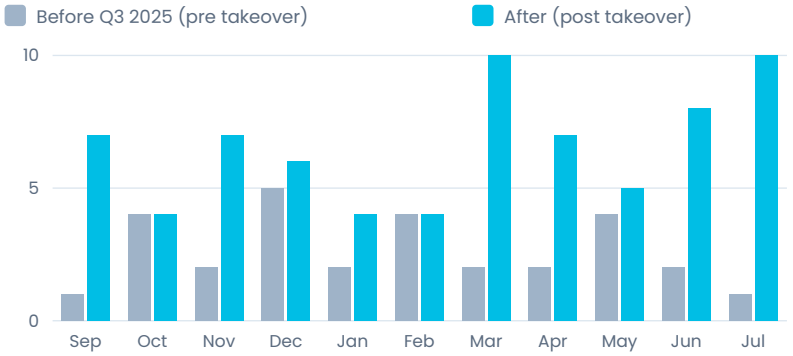
Data doesn't drive results. Decisions do.

Occulytics showed where families were. Fountain's strategy and day-to-day management turned that insight into tours and move-ins.

Prospects by month, year over year



Tours by month, year over year



Ready for results like La Vida Real?

Talk with Fountain Digital about a paid media strategy built on real move-in data and managed day to day.

Book a strategy call

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