Case Study

Meadow Ridge

Campaign: Strategic Targeting Using Geospatial Analysis

Meadow Ridge
A Distinctive Lifecare Community

Overview

Meadow Ridge, a premier luxury continuing care retirement community (CCRC) in Redding, CT, worked with EVR Advertising to sharpen targeting, boost lead quantity and quality and reduce wasted outreach to maximize sales team efficiency within a competitive senior living environment.

Challenge

Meadow Ridge was generating a healthy volume of leads, but many were unqualified, wasting the sales team's time and slowing follow-up of qualified prospects. With competition in the luxury senior living market intensifying, more precise targeting that could improve the number of qualified leads coming in became essential.

Challenges included:

- Increase quantity and quality of leads
- Protect the sales team's time from unqualified inquiries
- Better position Meadow Ridge in a crowded market

Objective / Goals

To overcome these challenges, the partnership aimed to:

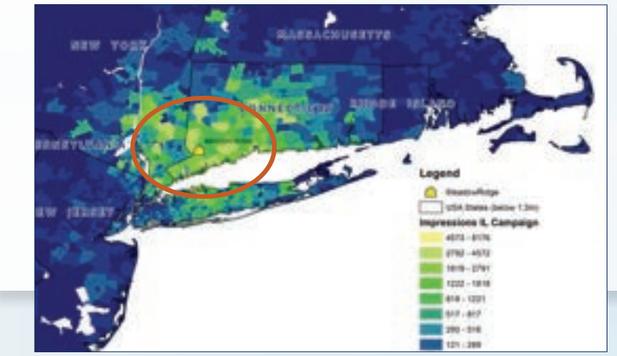
- Improve efficiency and accuracy of targeting
- Identify new opportunity areas for targeting outside the traditional catchment area for the community
- Identify markets and precise neighborhoods with the highest conversion potential
- Increase qualified inquiries leading to move-ins
- Reduce wasted impressions and sales follow-up time

Strategic Approach

To achieve these goals, EVR focused on making outreach and media targeting more precise and efficient. By moving from broad radius outreach to neighborhood-level targeting revealed through geospatial analysis, we created a more focused approach. Layering in CRM insights, home values and population data helped Meadow Ridge reach households most aligned with their ideal residents. The strategy analyzed the previous year's impression saturation alongside:

- First-party CRM insights
- Home value and income data
- Population density of adults 62+

EVR was able to pinpoint neighborhood-level ZIP codes and micro-markets with the strongest potential for Meadow Ridge, ensuring outreach was both relevant and effective.



Homes Valued Over $1M

Population Density for 62+

Lower Density — Higher Density

Results

This focused, data-driven approach delivered measurable success:

- More accurate targeting reduced wasted impressions and irrelevant inquiries
- Higher lead quality improved efficiency and pace of sales follow-up
- Confirmed strong market alignment through real conversions:
  - Two new deposits were secured from the newly targeted Litchfield County neighborhoods in the first year of implementation
- Lost lead percentage dropped by 54% indicating the best markets were

The Impact

By partnering with EVR and using geospatial targeting, Meadow Ridge continues to reach the right prospects, drive qualified inquiries and make every marketing dollar count.

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