

CooperRiis

Campaign: Reporting



Overview

CooperRiis, a nationally recognized residential healing community for adults 18+, partnered with EVR to strengthen strategic marketing, improve qualified lead generation and refine media and reporting approach to data analytics. Their long-term “Farm Program”—set on a 94-acre working farm—offers clinical care, purposeful work, supported education and holistic wellness in a structured, nurturing environment.

Challenge

Despite strong awareness, CooperRiis wasn't reaching the right families:

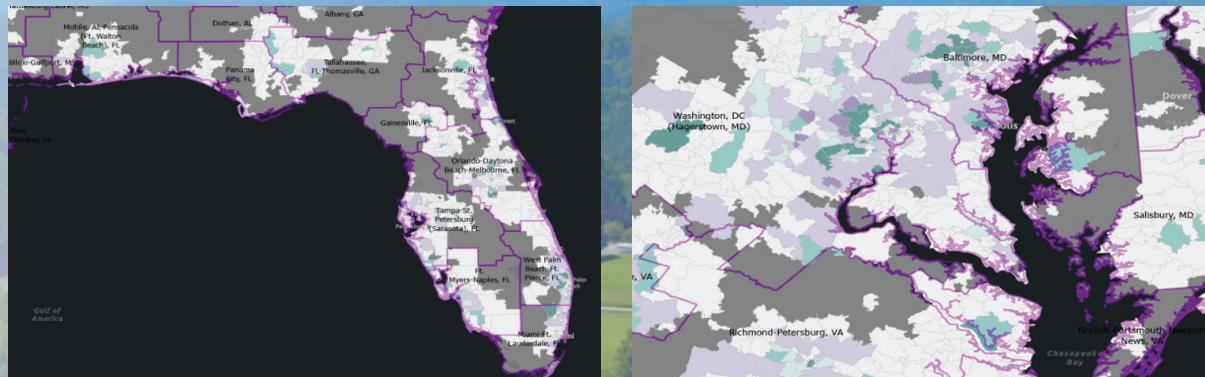
- Nationwide 18+ targeting was too broad
- Lead quality was inconsistent
- Media spend didn't align with high-conversion regions
- Needed sharper targeting, stronger messaging and data-driven strategy

Strategy

- Use AI tools to analyze data-driven insights to identify the families most likely to seek long-term residential mental health support
- Refine nationwide 18+ targeting to focus on high-value markets
- Align media and messaging to increase lead quality and shorten the sales cycle
- Leverage EVR's agility to quickly adapt strategy based on real-time performance

Tactics

- **Full Audit + AI Insights:** Employed AI tools to review admissions data, media performance, geography and audience behavior. This uncovered patterns that showed which regions and audiences were generating higher-quality leads
- **Audience & Market Refinement:** Used AI-informed geographic analysis, to identify seven high-value ZIP code clusters that consistently produced stronger leads
- **Media Optimization:** Redirected spend toward high-intent clusters and digital channels families use most, adjusting targeting and budgets in real time
- **Messaging Enhancement:** Utilized custom AI tools to analyze past ad copy, keywords and call data to understand which language drove meaningful inquiries
- **Agile Execution:** Continuously refined media and messaging as campaign data evolved, maximizing ROI. Messaging was refined to emphasize long-term recovery, structure and dignity, helping families better understand the value of the CooperRiis program



Results

By narrowing geographic focus and optimizing media and messaging, CooperRiis achieved measurable gains across lead quality, conversion and admissions. Improved alignment between programs and prospective families resulted in a shorter sales cycle and increased admissions. Throughout the campaign, robust reporting delivered actionable insights, enabling ongoing optimization and sustained performance improvements.

Performance Highlights

94% increase in total leads

70% increase in daily calls

32% increase in qualified opportunities

48% growth in total admissions

Partner With EVR

EVR helps organizations turn insights into action—sharpening targeting, refining messaging and optimizing media to deliver measurable results. Whether you're looking to reach the right audience, generate higher-quality leads or maximize ROI, EVR's agile, data-driven approach can help you achieve your goals.



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