

### The Art & Science of Marketing: Leveraging Data to Power Creativity

#### Your Panel



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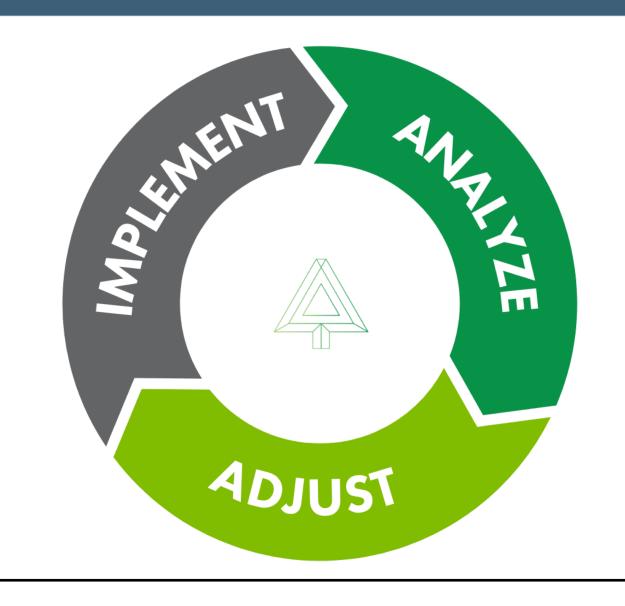
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# Marketing Philosophy, Strategy & Approach







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## Experimentation, Data Gathering & Failure/Success



#### YoY with Current Marketing Strategy

Year 1

Move-ins	Move-outs	Net	Occupancy
1	3	-2	
	1	-1	
5		5	
	2	-2	
3	5	-2	
1		1	
3	6	-3	
1		1	
	2	-2	
	3	-3	
4	2	2	
1	1	0	
19	25	-6	85.9%

Year 2

Move-ins	Move-outs	Net	Occupancy
2	6	-4	
1	1	0	
3	2	1	
	4	-4	
2		2	
1		1	
4	2	2	
2	3	-1	
1		1	
2		2	
1	1	0	
6		6	
1	4	-3	
1	1	0	
1	1	0	
2	2	0	
2		2	
32	27	5	91.0%

Significant year-over-year improvement in occupancy and leasing performance.

**13 additional move-ins** compared to the same period last year.



#### Cost per Move-In Comparison

ILS A

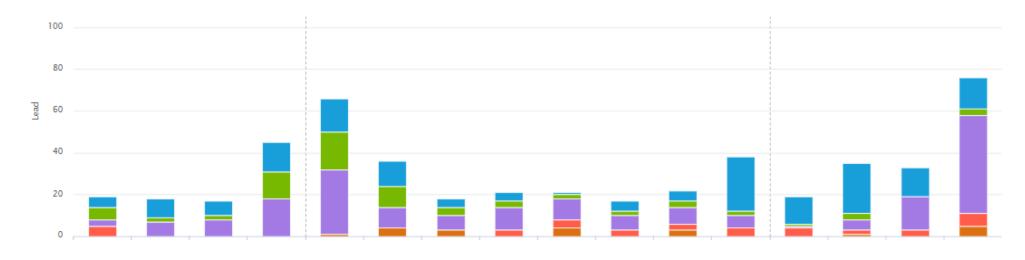
ILS B

Plan Level	Month	Move-ins	Cost Per Move-in	
х	Month 1		\$1,732	
	Month 2	3		
	Month 3			
	Month 4			
Y	Month 5			
	Month 6	6	\$2,761	
	Month 7			
	Month 8			
	Month 9			
	Month 10			
	Month 11			
	Month 12			
X	Month 13	4	\$1,619	
	Month 14			
	Month 15			
	Month 16			
	Total	13	\$2,172.31	

Month	Move-ins	Cost Per Move-in	
Month 1	7		
Month 2		\$722.17	
Month 3			
Month 4			
Month 5			
Month 6			
Month 7			
Month 8	Cancalad to make room for budget		
Month 9	Canceled to make room for budget for ILS: B increase.		
Month 10			
Month 11		\$1,471.17	
Month 12	3		
Month 13			
Month 14			
Month 15			
Month 16			
Total	10	\$946.87	



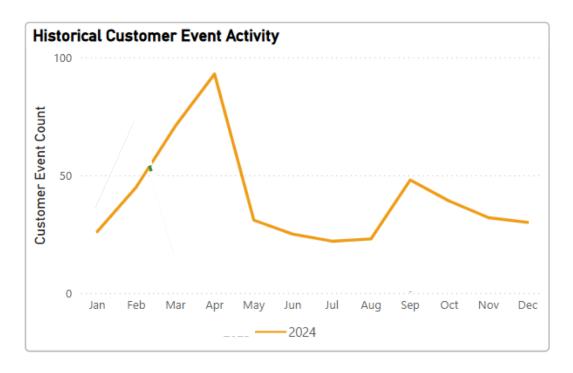
#### Leads per Plan Level



Plan level has minimal impact on overall lead volume. This suggests that higher-tier placements may not provide a proportional return on investment, reinforcing the importance of optimizing marketing spend based on actual lead conversion performance rather than placement ranking.



#### **Appointment Data**



Marketing is an interconnected ecosystem, the decline in attributed lead volume had a measurable impact.

Appointments and Shows were down during the stretch that ILS B was cancelled.



## Measuring & Communicating Success to Build Trust



### Questions?

