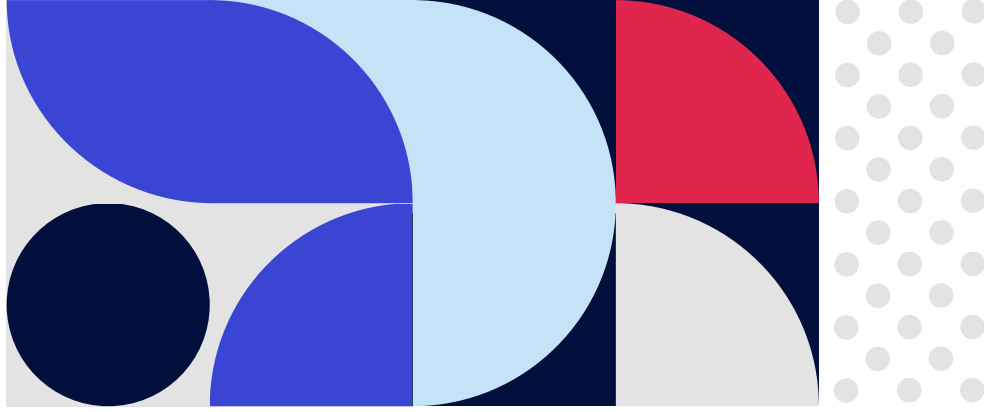


G5 MarTech Series | Part 4

# The Human Element of Senior Living Marketing



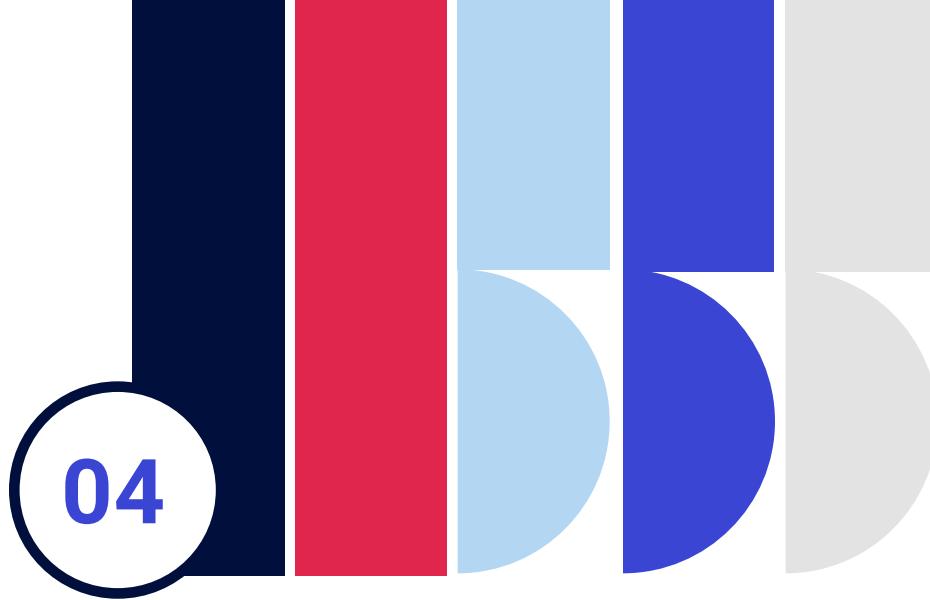


# Introduction

Welcome back to the G5 MarTech Series! We're serving up a sweet treat for you: cookies (data-style, clearly).

As you probably already know, data is incredibly valuable in unlocking insights into how your marketing is landing in the “real world.” But to make things a little confusing, data is a term thrown around a lot, sometimes seemingly without its original meaning intact. We believe data helps ground your marketing tactics in truth, and back them with “prove it” style analytics. Data, and data-driven marketing, are undergoing huge changes in regards to data privacy. We're here to go over all of that, and more.

Are you Cookie-Monster-hungry to get more out of this report? Check out our [Data Workbook](#).



## Data + CDP

The term “big data” was first used in 2005, and “data scientist” became a professional title in 2008. Sometimes data can feel like an overhyped buzzword, but it’s important to remember that the way we use data today, and the powerful insights it unlocks are relatively new, and absolutely transformational. We’ll go over why data science matters to marketers, what data privacy means to marketers, how data meets technology to become more valuable, and what we can anticipate from data science in 2021.

## Why Does Data Science Matter to Marketers?

Have you ever tried to get a new website, or website features, for your business only to have to create a business case? At one time, creative assets were notoriously difficult to analyze for return on investment. And, to some more traditional thinkers – a waste of money. To that, we say: myth!

Today, marketing is positioned at the intersection of creativity, “prove it” data analysis, and statistical predictions. Marketing earns this seat at the table because it’s a critical player in the early part of the customer’s journey. Marketing guides the buyer’s journey by providing important information through advertising and other communications which help influence customers’ decisions. Selecting a MarTech partner who is familiar with your industry, and uses cutting-edge data science to back their recommendations, is a huge step forward for community portfolios. Nobody wants a MarTech provider who is learning the basics about senior living on your dime. Instead choose a MarTech provider who is able to use data to cut through the noise, get ahead of seasonality, see what’s hiding before it becomes the elephant in the room, and know with certainty that each dollar is spent in the most impactful way. Long story short, we use data to eliminate the guesswork.



Data scientists harness data to analyze market signals and help strategize how to use digital touchpoints to meet customer demand. Additionally, they are able to measure the result of the actions taken by marketers in recent campaigns. According to [Forbes](#), data scientists, “Combine the science of statistical models with the art of creative work to go past the ‘gut feelings’ of the ‘Mad Men’ era and into a space where marketers can not only see a payoff today, but also a payoff tomorrow.”

## Data and the Complex Customer Journey

The average customer journey in senior living takes multiple weeks from the first search, or “touch,” to calling your community on the phone, filling out a website form, or moving in. Now, consider the number of websites you visit in a single day, or even a single hour. This morning you may have opened your news app to read the latest updates, then checked your email to see if there was anything you missed, and then browsed Instagram for a little while. Perhaps then you decided to go for a run

and looked at Google Maps or Strava for route inspiration. All of these online interactions happened before 7:00 a.m., and this doesn't even begin to take into account the number of digital advertisements you were exposed to during that time. Customer journeys increasingly happen in a digital space, which gives marketers even more insight into our buying decisions. Identifying which digital touchpoints are meaningful and which aren't is anything but simple to untangle.

**The typical senior living research journey from the first time they interact with a brand to inquiry is roughly 29 days.**

(G5 Data, 2021)





For example, current residents' families might click on ads because they are the first thing they see on the Search Engine Results Page (SERP). However, if a current resident's family member calls the front office to double-check on Tuesday's visiting hours, then we do not want to consider them a lead. Marketers need a way to make sense of these complexities and evaluate each touchpoint for its value and impact. In short, we can't assume that just because an action shows up in a buyer's journey that it's valuable.

An accurate attribution model is key to unlocking insights into future online buying journeys. Single touch attribution models only consider one touchpoint – either the first or last – even in a complex customer journey with as many as 13 touchpoints from the first online search to a phone call or form fill on your website. Therefore, single touch models make it impossible to differentiate between and understand which other touchpoints were influential in the customer's journey. To address this attribution challenge, probabilistic multi-touch attribution (MTA) considers the entire senior living resident's research journey, and then analyzes the data to identify statistically significant touchpoints that are most likely to lead to an action like a form fill or phone call.

## PROBABILISTIC MTA

Probabilistic multi-touch attribution (MTA) is the foundation for G5's Smart Digital Advertising. It uses MTA data model results to find what influenced a senior's research journey. Then, it uses this information to allocate advertising spend based on which networks (Google, Microsoft, and Facebook) and channels (social, search, display, and remarketing) have the highest probability of leading to inquiries (i.e. phone calls or form fills). Each day G5 manages more than 12,000 different campaigns, which are hosted on different networks, with unique targets, keywords, and configurations. G5's Smart Digital Advertising makes sure your advertising dollars are allocated to receive the best return.



## Data Privacy Changes

Okay, so if you've read this far, you know why data matters to marketers and you can understand the complexities that marketers encounter when trying to understand how different marketing tactics are performing – particularly in senior living where the researching-to-inquiry journey is roughly 29 days. And, if you've been with us throughout our MarTech Series, you might remember that we covered data privacy, CCPA, GDPR, and compliance in our [MarTech Series Part 2: Digital Trends](#), because it's an area that's changing FAST. But, we would be remiss not to include a few of the changes rolling out in the data privacy world in this report.

As marketers, or even as someone who has read this report, you likely have a more nuanced understanding of how data helps you make more informed marketing decisions. There are many changes coming in regards to data privacy and making data consent more transparent, which can build trust with customers. Technology companies have a responsibility to lead a culture of data transparency and help us navigate this wave of data changes. As with most change in the business world, it pays to be an early adopter. So, rather than waiting and making the necessary adjustments when there isn't another option, now is the time to consider how to be proactive. Here are five things you need to know about data privacy as it relates to marketing.

**27%**

of consumers completely understand how companies use their personal information

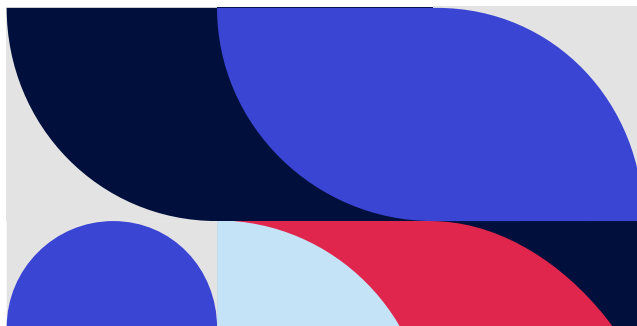
**63%**

of consumers feel companies aren't transparent about how their personal data is used

**86%**

of consumers want more transparency over personal information usage.

– Salesforce, 2020



## 01 Cookies

All the websites are asking me to accept cookies...but I still haven't gotten even one of them! Overly saccharine jokes aside, what is the difference between first-party data and third-party data, and why is it important? Excellent questions.

Third-party cookies are cookies that are created by websites other than the website currently open in your browser. They are used to track individuals across multiple websites, providing advertisers with detailed information that can be used for highly-specific retargeting ads, and they are not going to be around much longer. In order to protect consumer privacy, web browsers are phasing out support for third-party cookies. This represents a significant change for the advertising industry and it's widely seen as a step forward for consumer privacy.

This shift away from using third-party data will place more importance on businesses to use first-party data (i.e. information collected directly from a user who has given consent or opted-in to receive marketing emails from

businesses). Many websites collect first-party cookies, which are used to enhance the user experience on a website. In fact, first-party cookies, which track basic data for your own website visitors, are important to maintaining a good relationship with users and for improving the

experience on your website. First-party cookies help users interact on your website by remembering data or preferences for future visits. A first-party, data-centric approach is essential to the success of your marketing efforts yesterday, today, and moving forward.







## G5 + DATA PRIVACY

The G5 Customer Data Platform relies on first-party data from all locations to develop audiences and tie a user's touchpoints across the buyer's journey. G5 does not sell data, and instead uses this anonymized data to make our clients' advertising campaigns more effective across marketing channels. We built this platform with consumer privacy as a main objective, thus future-proofing our technology for changes in regulations. Bottom line: G5 is committed to ongoing compliance with privacy regulations, and transparency for our marketers and their customers.



## 02 Browser-Based Changes

Web browsers are owned by various private companies, and therefore, their approaches and standards for data privacy vary. On the privacy-centric side, there are browsers like Brave that block all ads and trackers by default. Chrome, and other browsers, range from the middle, to the make-the-private-public end of the spectrum, and their stances about consumer privacy and third-party cookies are changing. While these changes are weighty for many in the digital advertising world, working with a best-in-class MarTech provider, who is already focused on first-party data-based marketing, will make sure these changes aren't felt by your community.

## 03 Apple + iOS 14

Amid this landscape of quickly shifting data privacy stances, Apple has one too. They've announced that iOS 14 will include a new feature that requires users to give apps permission to track them across various apps and websites. Until now, this has always been buried in service and privacy terms (you know, the things many of us scroll past and then click accept). So what changed? With this update, users will see something, like a pop-up, that requires them to provide consent for the apps to track them. The number of people who do not want to be tracked is a non-zero number. Ultimately, this will reduce the information, aka data, that apps and advertising networks, like Facebook, have available for targeting. This change will impact some industries. But, a best-in-class MarTech provider can help your advertising perform throughout these changes. Thanks to working in multiple industries, G5 is very familiar with advertising under what Facebook calls a "Special Advertisement Category," which was established in order to prevent discrimination. When you advertise under a "Special Advertisement Category" your ad targeting is already limited, which is why we learned to use community features including location, places of interest, and amenities to attract seniors and their loved ones.



### G5 INTENT TRENDS

G5 Intent Trends uses machine learning to distinguish calls with intent to move-in (i.e. those made by seniors or their families researching your community) from other callers, such as a current resident's family member. By removing the noise, we know which marketing channels deliver high-intent qualified leads. Using automated technology, we continuously evaluate performance and redirect ad dollars to the advertising channels that deliver the best results.



## 04 Transparency

The bottom line is: for too long marketers have viewed users as data points, tracking them however possible. And, this directly conflicts with the fact that customers value their online privacy, with 81% of users saying they think the potential risks of data collection by companies [outweigh the benefits](#). This means we need to make shifts, and one thing we can change is how transparent we are about the data we collect and why. This ethos of transparency aligns nicely with customer values with [66% of consumers](#) saying that company transparency is one of the most attractive qualities in a brand. Data transparency demands data consent. This could look like creating an individual user login, or a cookies consent pop-up. Your company likely has different systems and platforms, and it is essential that your data is connected on the backend because it ensures uniform user data consent.

## 05 Change the Narrative

There is a huge opportunity to make the first move in changing the narrative on how we talk about data. Rather than letting seniors and their families assume the worst, show the value in how your community uses data. It could be a

list of things your community does and doesn't do. There is a chance to build brand affinity with your community because of your values-based approach to data privacy. For example, Starbucks has a catchy approach to cookies consent, while educating the user about why they use cookies. At Starbucks, they use cookies to remember login details, provide secure login, improve site functionality, and deliver personalized information. Their pop-up

gives users the option for different cookie settings, from required cookies that are needed for core site functionality, to helpful cookies that allow them to analyze the site usage so they can measure and improve website performance, to advertising cookies that serve ads that are relevant to the user. Options like these are growing in popularity, both with users and with early-adopters, when navigating a new way of looking at data.



## Customer Data Platforms Power Modern Marketing

We can probably agree that collecting data that sits in the cloud, and is never used in a meaningful way, isn't valuable to your marketing insights. It's perhaps verging on a digital stamp collection-esque hobby. Data and data science are extremely impactful on businesses, but it is also important to remember that data scientists are humans too. With the ever-growing quantity of data we have access to, particularly now with more of our activities funneled online, data scientists need help from advanced machine learning to connect disparate actions taken by a user on your community's website into a buyer's journey.

This is where a Customer Data Platform (CDP) comes in. A CDP is best used to unify and organize data collected from multiple sources as prospects interact on your website or with your business online. Once the data is unified, a CDP can clean up the data by de-duplicating information and connecting customer profiles or journeys.

For example, a researching senior or their family member, searches for a "senior living community in Portland, Oregon," then views an advertisement, browses the community website, and checks out care levels. Then they call the community from their Google My Business listing to set up a virtual

tour and appointment with the senior living community's sales team. All of this data would be stored in the CDP, not necessarily with that person's name, but as a path of research and steps that led them to convert. This allows marketers, with the help of data science and machine learning, to understand which marketing channels are effective and helpful to researching seniors and their loved ones.

Modern customer journeys are complex, crossing many channels, touchpoints, and devices; creating thousands of data points. To make sense of this vast amount of data, marketing teams need a helping hand. Without a CDP to connect researching seniors and their loved ones' online journey fragments into user journeys, multi-touch attribution would be impossible. We would never know which web sessions were followed by a phone





call, form fill, or other high-intent interaction. Stitching together similar customer journeys paints a richer picture and allows patterns to emerge about groups of individuals, which marketers can then act on. Without a CDP to organize first-party data, we couldn't apply predictive modeling to optimize digital advertising budgets or allocate spend to high-conversion touchpoints.

In essence, a CDP along with advanced machine learning, allows marketers to connect with prospects at the right time, in the right channel, with the right message. Consider this: [93% of marketing executives in Forbes Insights/Treasure Data survey](#) anticipate that employment and analysis of customer data in decisions and campaigns will create a noticeable shift in their ability to meet disruptive and competitive challenges.

It seems like an understatement, but we are (hopefully) nearing the tail-end of some of the biggest market disruptors many businesses have encountered – and leveraging advanced data science backed by a CDP allows businesses to make up-to-date decisions. Instead of looking at historical trends or other lagging metrics, you're pulling from a deep well of up-to-date data to surface present-day trends and drive marketing decisions.

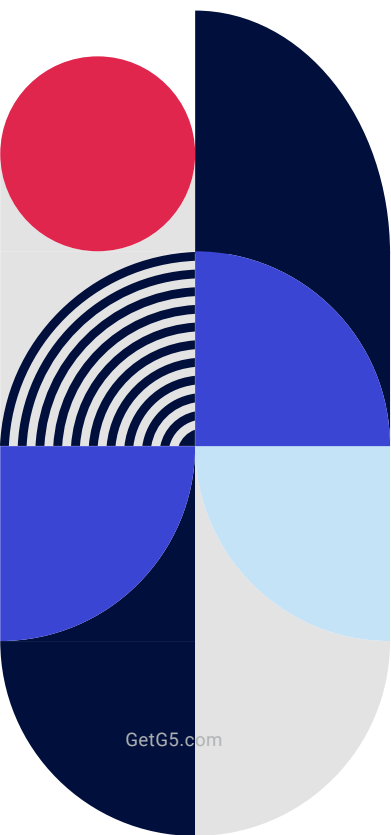
## CDP

A robust Customer Data Platform is a must-have for best-in-class marketing. G5's CDP stores over a billion digital touchpoints ranging from pageviews, phone calls, information inquiries, chat sessions, and tour requests. Having this rich first-party data in-house allows us to connect property, prospect, and leasing data from dozens of sources and more than 8,000 properties into a Unified Customer Profile for each individual prospect. From there we can decipher patterns and trends, giving us large-scale insights that allow us to predict the most likely path to conversion. This proactive approach to marketing allows us to act on present-day statistical indicators and avoid the trap of marketing driven by lagging historical trends.



## Be Grounded

Data-driven marketing allows us to ground our marketing decisions in what IS happening, versus what has happened in the past, or what we think might be happening. Instead of looking to lagging or historical trends, data can be paired with advanced technology to quickly change marketing tactics toward higher performing channels and campaigns. And, when we use data to connect the right message at the right time in a researching senior's journey our marketing provides value by helping them navigate and ultimately make a big decision. Win-win.



# Be Human:

Senior Living  
Data + CDP



Let's put ourselves in your potential residents' shoes for a minute. Finding a senior living community that offers the ideal level of care needed, and is a good fit for a future resident and their family's needs, is stressful. We may try to explain this story in simple terms: first a future resident does x, then y, then z – and tada they're moving into your community. However, this story doesn't shine a light on the fact that there could have been a

medically precipitated event that adds stress and complexity to the situation, and maybe a family thought this decision was five years down the road, not five weeks or months. And, how can we forget about the ongoing health crisis? As people work from home more, some choose to keep family members at home with them until they need a level of care that they can no longer provide. Choosing a senior living community is often a

substantial investment for a loved one, and it isn't a decision that families and residents take lightly. Being empathetic to your residents' circumstances and responsive to their needs is foundational in relationship building.

As we look to connect and build trusted relationships with seniors and their families, providing an empathetic customer experience is vital. According to [Salesforce](#), 84%

of customers say the experience a company provides is as important as its products and services — up from 80% in 2018.

Marketers have long understood the value of customer data, and the insights we can glean from our customers' lives and motivations as a result of data. Moreover, the importance of allowing customer data to drive our marketing decisions has never been more clear. Allowing first-party data to lead your marketing efforts can power in-touch-with-reality marketing and communications, and a better customer experience. Take stock of the kinds of data your MarTech provider is able to analyze. Are there elements of this data that might open up more insight into the resident's emotional experience and connection with your community?

Google My Business reviews need to be addressed on a case-by-case basis, but if you're getting a lot of interaction on reviews, it might be

a great idea to include automation to unlock hidden trends into this valuable data.

Ask yourself, what does the data show about your residents' needs? How can your community bring extra value to your residents? According to [Think with Google](#), people are searching with various need states in mind: surprise, thrill, impress, educate, reassure, and help. Their search terms will reflect those needs, so pre-populating digital advertising campaigns with the right strategies to reach the searcher and their expressed need, and then letting automation determine which ads and campaigns meet that need, is a great way to connect with researching seniors and their loved ones. For example: if someone is trying to fulfill an "impress me" need, they might search, "What is the best senior living community for resort lovers?" Their word choice indicates that their consumer habits lean towards status and that they want the best

their budget can provide. A "reassure me" need, might be seeking a bit more security and stability with their purchasing decisions. Their search could look like, "How to find a senior living community that provides memory care?" An "educate me" search is seeking information, and reviews, and could look like, "Senior living with memory care in my city?" By creating advertising campaigns that connect with these different emotional states, future residents and their families may have a more individual-focused experience with the advertisements. In a way, data and technology allowed your community to create a more intentional and authentic connection.

Rest assured, we realize technology and data will never fully be human. However, we know they are created by humans, and we have the ability to fine-tune how automated advertising and messaging connect with your customers' search queries and web sessions.



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