

# Clik360 Revolutionizes Assisted Living Industry with Drastic CPL Drops, Streamlining Marketing Costs

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In an impressive turn of events spurred by a partnership with Clik360, a prominent assisted living company dramatically reduced its cost per lead (CPL) from a formerly unsustainable \$479 to a remarkable \$19. This substantial decrease has not only streamlined the company's marketing budget but also significantly enhanced their return on investment (ROI) by utilizing the proprietary lead generation technology offered by Clik360. To discover more about Clik360 and its industry-transforming technology, visit their website.

Known for their cutting-edge lead generation solutions, Clik360 employs a comprehensive strategy that includes advanced analytics and machine learning to hone in on prospects with a high intention of converting. This precision targeting boosts lead quality while simultaneously lowering the overall cost per lead. The company's commitment to crafting customizable client-focused campaigns ensures that the leads generated are unique to each client, thereby exponentially increasing the value of their investment.

The collaboration entailed an in-depth analysis of the assisted living company's target demographic and previous marketing endeavors. Clik360 then executed meticulously targeted campaigns to attract high-intent prospects, effectively minimizing wasteful spending while sustaining high lead quality.

The results were nothing short of revolutionary. The assisted living company saw a 96% decrease in their CPL, establishing new industry standards for cost-efficiency and marketing effectiveness. More crucially, the leads generated through Clik360's refined strategy showed a higher propensity for conversion, granting the company a significant advantage over its competitors.

Dimitri Arabatzis, a lead conversion expert at Clik360, underscored the impact of their technology, stating, "Our proprietary technology and data-driven strategies have once again proven their worth in drastically reducing the cost per lead for our client. By focusing on targeted, high-quality leads, we're able to deliver unparalleled value, transforming our clients' marketing strategies and financial outcomes."

Given the competitive nature of the assisted living industry, coupled with soaring advertising costs, achieving a low CPL is notably challenging. This successful case study by Clik360 demonstrates the achievable goal of significant reductions in marketing expenditures for other businesses within the sector, thereby optimizing their budgets for enhanced returns. Considering the average national CPL in the assisted living sector is \$431, the methodology utilized by Clik360 offers a valuable and highly effective alternative.

Arabatzis also highlighted the wider benefits of this achievement, noting, "The dramatic reduction in CPL we accomplished for our client is proof of the effectiveness of leveraging advanced technology and analytics in lead generation. It signifies that our solutions can offer considerable advantages to large assisted living companies and possibly to other industries grappling with high customer acquisition costs."

Clik360 stands at the forefront of innovative lead generation, continually navigating the forefront of digital marketing advancements through ongoing innovation and a staunch commitment to client-oriented solutions. Their pivotal role in substantially reducing the cost per lead for a leading entity in the assisted living sector is indicative of their capacity for fostering targeted marketing campaigns that are both effective and efficient. For further information on how Clik360's proprietary technology can revolutionize one's lead generation strategy, visit their website.

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For more information about Clik360, contact the company here: [Clik360dimitriarabatzis3104356007dimitri@clik360.com](mailto:Clik360dimitriarabatzis3104356007dimitri@clik360.com) 1050 S. Flower Street Suite 204-C Los Angeles, CA 90015

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## **Clik360**

*Clik360: Pioneers in lead generation with a game-changing 100% Lead Conversion Rate?. Proprietary method turns every search into instant, exclusive leads within seconds, driven by buyer intent. CPL 94% below industry standards.*

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