

Elevating Lead Generation by 18%: A Collaborative Journey in Digital Marketing & Analytics

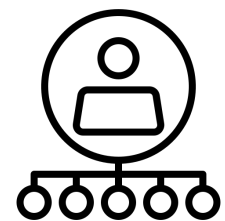
The Customer

The Customer, Assisted Living Services, Inc. provides quality in-home senior care services and home care to clients and their families throughout Connecticut. It was established in 1996 and is based out of United States. Collideascope, a visionary digital marketing agency, partnered with us to empower the customer in their pursuit of acquiring the right leads and growing their business.



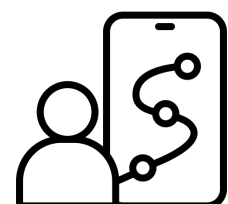
The Challenge

The customer could not accurately track where their leads were coming from, especially those from direct traffic. This made it difficult to know which marketing efforts were working best.



The Solution

- We implemented custom attribution script on website to understand the attribution & the impact of paid campaigns throughout the user journey.
- We analysed user behaviour and traffic sources and identified discrepancies in lead attribution due to user privacy issues from the iOS operating system.
- We did hypotheses testing aimed at optimised elements of the website such as call-to-action buttons, lead page layouts for mobile pages.
- We leveraged insights into audience demographics, behaviors, and preferences.



The Impact

The customer saw a substantial increase in key metrics. Lead submission rates increased by 18%, and improved the qualified leads by 24%.

Tech Stack

Google Tag Manager, Google Analytics, VWO, Google Marketing Platform, Google Ads

Customer Speaks

"We are incredibly grateful for the partnership with Collideascope and DataSlush. Their expertise and dedication have been instrumental in elevating our digital marketing efforts and driving meaningful results. With their support, we've been able to reach and serve more individuals in need of compassionate care, ultimately fulfilling our mission of making a difference in people's lives." – Mario D'Aquila, CEO of Assisted Living Services, Inc.

About Us

DataSlush is a data & AI consulting and research company - providing Analytics, AI, Data Engineering services and solutions. At the frontier of knowledge in data analytics and Generative AI/LLM, we continuously push the boundaries of innovation to stay ahead of the curve. Our team of experts combines cutting-edge research with practical expertise to develop solutions that drive tangible results for our clients.

Our purpose is to **bring certainty and innovate for a better tomorrow.**

50+

Delighted Customers

80+

Projects Completed

96%

Net-Promoter Score

20

Subject-Matter Experts

