

MARKETING RESULTS CASE STUDY

INDUSTRY: Dental/Orthodontics

LOCATION: Charlotte, NC

CHALLENGE

Mountain Island, a local pediatric dentistry office, needed more insight into their online and sales data to measure audience engagement and the impact of their marketing efforts.

SOLUTION

A direct mail campaign targeting 30,000 prospective clients (5k, 6x, monthly) outside of the company's primary traffic area in selected zips was launched to expand their marketing reach. Online and social retargeting was also used to drive additional engagement from both their newly targeted audience and their existing website visitors and social followers.

CAMPAIGN DETAILS

They purchased a 5k list of households with children age 2-17, income \$40+, in select zips.

THE RESULTS

Even after their mail campaign was completed, they continued to receive calls from their postcards, **317 unique calls total**, which they converted into **108 new patients!** With their Amplify dashboard, they could also see that their **follow-up ads were shown 116,144 times** and they gained **840 followers**.

RESULTS



116,144
TOTAL
AD DISPLAYS



840
FOLLOWERS



317
UNIQUE
CALLS



108
NEW
PATIENTS

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