



## Marketing Results Case Study

### AMIT KHANNA, DMD



#### Campaign Without DirectMAIL+

Postcards Mailed..... 12,000/mo.

#### Results

Average New Patients / Month.....93

7.75 New Patients per 1,000 Postcards

#### Campaign With DirectMAIL+

Postcards Mailed..... 12,000/mo.

#### Results

New Patients ..... 173

14.42 New Patients per 1,000 Postcards

#### PLUS

Web Visitors Followed With Ads .....560

Online Ad Impressions (Views) ..... 485,630+

Clicks Back to Website .....264+





## GENTLE DENTISTRY

with Your  
**Family in Mind**

Family Dentistry | Cosmetic  
Dentistry | Preventive Dentistry

**Dr. Jessica Lavalle, D.M.D.**

**Copper Bend Family Dental**  
2900 Frank Scott Pkwy., W., Ste. 936A  
**618-688-2034**

**\$20 EMERGENCY  
EXAM & X-RAY**

**\$55**  
EXAM, X-RAYS AND  
CLEANING  
(A \$265 VALUE)

**FREE**  
NEW PATIENT  
TEETH WHITENING  
(A \$289 VALUE)

*Because Everyone Should  
Love Their Smile*

We'll provide the gentle care and detailed treatment needed to improve your whole family's oral health. Our experienced staff is committed to enhancing your health by creating a brighter, healthier family of smiles!

- Most insurances accepted
- 100% financing available
- State-of-the-art office & equipment

**\$1,500 OFF FULL  
MOUTH INVISALIGN®**

*Expires 30 days after mailing.*

**20% OFF  
ANY PROCEDURE**

*Expires 30 days after mailing.*

Ad Impressions.....471,100  
Clicks Back to Website..... 185

## Marketing Results Case Study

### DR. JACOB PLAWNER, DDS



#### Campaign Without DirectMAIL+

Postcards Mailed..... 6,000

#### Results

Calls Received..... 23

3.833 call per 1000 cards

#### Campaign With DirectMAIL+

Postcards Mailed..... 35,898

#### Results

Calls Received..... 244

6.797 calls per 1000 cards

#### PLUS

Web Visitors Followed With Ads..... 220

Online Ad Impressions (Views) ..... 75,104

Clicks Back to Website..... 43



## Marketing Results Case Study

### DR. MICHAEL PIERQUET

### Campaign With DirectMAIL+

#### Mailing List

6,000 resident/occupant records

#### Mailing Schedule

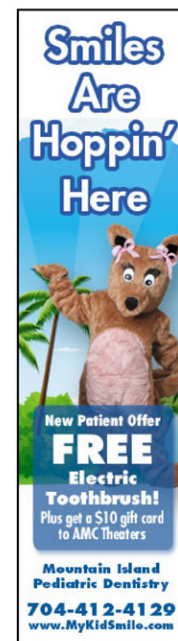
6,000 Postcards, then 500 cards 3X

#### Results

Ad Impressions..... 315,727

Clicks Back to Website ..... 2,036

## DR. MICHAEL PIERQUET



## Campaign With DirectMAIL+

### Mailing List

Purchased 5k - households with children age 2-17, income \$40k+, in select zip's

### Mailing Schedule

5,000 / 6X (monthly)

### Results

Calls Received.....317  
New Patients ..... 108  
New Revenue..... \$22,000

### Plus

Web Visitors Followed With Ads..... 840  
Online Ad Impressions (Views) ..... 116,144





## Marketing Results Case Study

### MCLOUD FAMILY DENTAL



### Campaign With DirectMAIL+

#### Mailing List

Every Door Direct Mail (EDDM), so their card went to every mailbox along specified mail carrier routes

#### Mailing Schedule

5,000 Postcards/mo.

#### Results

Ad Impressions.....639,731  
Clicks Back to Website..... 454



## Marketing Results Case Study

### PRAIRIE HAWK DENTAL



### Campaign With DirectMAIL+

#### Mailing List

Purchased 18k resident /occupant records

#### Mailing Schedule

Hit List of 18k / 3X Over 4.5 Months (July-Dec)

#### Results

Calls Received..... 324  
New Patients ..... 112  
New Revenue.....\$48,741

#### Plus

Web Visitors Followed With Ads..... 360  
Online Ad Impressions (Views) ..... 33,337



## Marketing Results Case Study

### RIVERSIDE FAMILY DENTAL



### Campaign With DirectMAIL+

#### Mailing List

Purchased 2,665 - resident / occupant, median route income \$50k+

#### Mailing Schedule

Cards Mailed ..... 13,325  
Frequency Of Mailings..... 2,665/mo.  
Mailings.....5

#### Results

Calls Received..... 257  
New Patients ..... 47  
New Revenue.....\$16,000

#### Plus

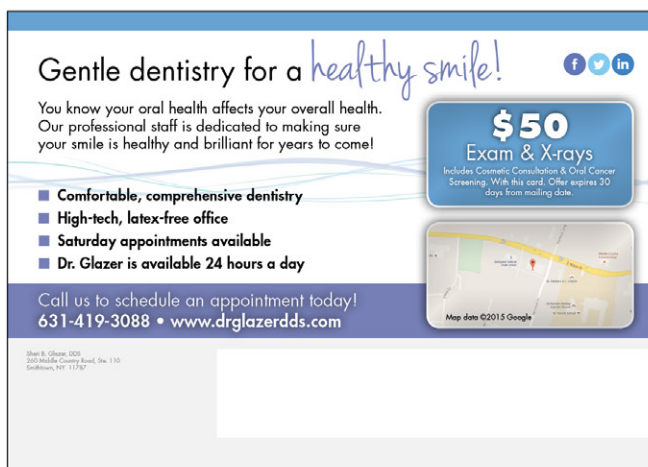
Web Visitors Followed With Ads..... 170  
Online Ad Impressions (Views) .....45,200  
Clicks Back to Website ..... 15





## Marketing Results Case Study

### SHERI GLAZER, DDS



### Campaign With DirectMAIL+

#### Mailing List

3,000 records of people who live in Single Family Dwelling Units (SFDU), ages 25-70, income \$100k+, in a specific area

#### Mailing Schedule

3,000 / 1X

#### Results

Ad Impressions..... 329,336  
Clicks Back to Website..... 206