

Integrated Print + Digital Media Drove New Appointments at a Dental Practice



New Patients Acquired

9.6K

The integrated print + digital campaign added over 9.6K new patients making their first appointment.

Cost Per New Patient

\$88

The cost per patient who made an appointment for the first time was an efficient \$88.

OBJECTIVE

A dental practice wanted to drive brand awareness and new patient appointments at their office locations.

SOLUTION

Utilizing an integrated print+ digital media approach, Valassis Digital delivered hyper-targeted printed Variable Data Postcards, digital display, pre-roll video, and email to maximize reach of the desired audience across multiple channels and drive new appointments.

We used multi-dimensional targeting tactics to reach key audiences based on geography, online behavior, purchase history, and Crossix's healthcare data. By marrying Crossix's data with our multi-dimensional targeting, we were able to determine the specific combination of consumer variables that correlates with the use of denture adhesives.

Client provided data was used to measure the effectiveness of the Valassis Digital integrated campaign at driving new appointments.

RESULTS

The integrated, multi-channel media program drove a significant number of new patients to the dental practice at an efficient cost per new patient. The campaign also led to 27K total appointments being made, among existing and new patients, at a cost per appointment of \$31.