



# Success Story: Acquiring New Patients at a Local Dental Practice

Valassis Digital's Search Engine Marketing drove online activity and calls for a local Dental Practice

Phone Calls  
**200**

The practice receives an average of **33.3** calls a month as a result of the campaign

Website Visits  
**517**

The practice receives an average of **86.2** website visits a month as a result of the campaign

Cost Per Lead  
**\$13.63**

## OBJECTIVE:

Acquire new patients at a local Dental Practice by driving website visits and phone calls.

## SOLUTION:

Valassis Digital utilized Search Engine Marketing to target the desired audience around the local Dental Practice.

Using our paid search techniques we were able to optimize campaign performance while leveraging top search engines and local directory websites.

## RESULTS:

Valassis Digital was successful in driving website visits and calls to the local Dental Practice and surpassed client expectations.

As a result of the successful campaign, Valassis Digital was able to renew the client's business and they are considering increasing their monthly spend.