

DEVICE ID / GEO FENCING
DISPLAY
CASE STUDY

Dental Industry



Overview

Campaign Focus

Aesthetic Services & Cosmetic Procedures

Campaign Length

6 Months

Products Utilized

Device ID / Geo Fencing
Display

Objectives

To attract new patients seeking aesthetic and cosmetic dental services, we utilized Device ID with Geo-Fencing and Display advertising. Geo-Fencing allowed us to target potential patients based on their physical location near the practice or competitor locations, while Display ads reached them with compelling visuals and offers as they engaged with various online platforms. This combination of location-based targeting and dynamic display ads effectively drove relevant leads and increased consultations for our cosmetic procedures.

Solutions

- ◆ We recommended Device ID / Geo Fencing targeting families whom had 1 or more children living in the household in a specific geography
- ◆ Campaign optimizations were made throughout its entirety to increase physical foot traffic to all 4 New Jersey locations

Impressions	Clicks
966,218	2,731
Unique Responders	Total Visits
1,604	1,974