

## TEXT MARKETING DISPLAY W/ MATCHBACK CASE STUDY

Dental Industry



### Overview

#### Campaign Focus

Awareness & Interest

#### Campaign Length

6 Months

#### Products Utilized

MMS/Text Marketing

Display/Matchback

### Objectives

To boost new patient acquisition, we effectively used text marketing and display marketing with matchback analysis. Text marketing engaged potential patients directly with personalized offers and reminders, while display marketing enhanced brand awareness through engaging online ads. Matchback analysis helped track which strategies yielded the best results, allowing us to optimize our marketing efforts to consistently attract new patients.

### Solutions

- ◆ We recommended a Text Marketing / Display Campaign w/ Matchback as the solution
- ◆ We Built a plan targeting high net-worth women in a 20 mile radius of the practice.
- ◆ Overall, the text marketing campaign reached a 90.34% open/read status

<b>MMS Sends</b>	<b>Text Opens</b>
<b>72,000</b>	<b>65,046</b>
<b>Impressions</b>	<b>Clicks</b>
<b>119,776</b>	<b>2,131</b>