

OVERVIEW

Client

Dental clinic

Campaign Length

Three months

Geography

30-mile radius around a mid-sized city on the East coast

Total Investment

\$3,375

Objectives

Increase the number of dental appointments made by new patients

Products Used

Streaming TV

RESULTS



90%+

Completion rate



284k

Completed views



307

Landing page conversions



0.2%

Click-through rate (CTR)

STRATEGY AND SOLUTIONS

- We recommended Streaming TV to extend reach to both large and small screens.
 - Approximately 25,000 - 36,000 impressions/month were served across all screen sizes.
- Audience targeting was applied to hone in on individuals with annual household incomes of \$30,000+, aged 30-65, and anyone who may be interested in dental work or dental implants.
- The creatives were refreshed frequently to keep users engaged and avoid creative fatigue.