

Overview

Campaign Focus

Awareness & Interest

Campaign Length

6 Months

Objectives

Increase new patients with current promotions

Products Utilized

- MMS/Text Marketing
- Display/Customer Match

Results

MMS Text Sends

72,000

Text Opens

65,046

Impressions

119,776

Clicks

2,131

Strategies & Solutions

- We recommended an MMS/Text Marketing Campaign + Display/Customer Match. Two touch points to target new patients for the dental practice with a variety of promotional offers.
- We built out a plan targeting high net-worth women in a 20 mile radius of the practice.
- Overall the text marketing MMS campaign reach a 90.34% Open/Read status.