

Case Study: Avid Dental

Dental office receives **100's of new patients** and experiences a **20%-30% increase in business** since advertising in Money Mailer.

Situation:

Avid Dental, a dental office in Lindenhurst, Illinois, wanted to drive customer traffic and brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

The client enabled the call tracking system to allow them to monitor how many calls the advertisement was earning the business. The owner advertised with Money Mailer for over 3 years, using frequency to attract customers when they are ready to take advantage of the savings offered.

Results:

Throughout the 3+ years of advertising, Avid Dental has received 100's of phone calls, which has turned into 100's of new patients. The owner shared that she has experienced a 20%-30% increase in business since using Money Mailer and considers it an effective marketing solution for new and growing businesses, as well as mature or plateaued businesses.

Source: 2018 Money Mailer Case Studies

Front of ad:



Back of ad:

