Dental Case Study



SUBJECT LINE:

Free Dental Implant Seminar this Thursday

TARGETING:

Age 65+, Net Worth \$1M+ San Diego DMA

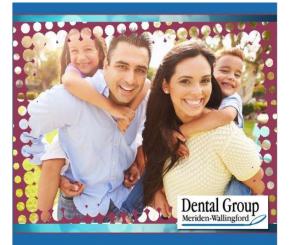
**EMAIL COUNT:** 

50,000

**RESULTS:** 

10%+ Opens

1.5%+ Clicks



### Need a new dentist for your family?

#### Just call us at 203-235-5588

The Dental Group of Meriden-Wallingford is here to help! Just give us a call and we'll show you why we are the right dentist for you!



SCHEDULE AN APPOINTMENT NOW

Dental Group of Meriden-Wallingford 298 Broad Street Meriden, CT 06450 www.dentalgroupct.com

This advertisement is brought to you by the Dental Group of Meriden-Wallingford, 298 Broad Street, Meriden, CT 06450.

Use our simple online appointment booking webpage to schedule an appointment or call us at 203-235-5588

Study



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#### **SUBJECT LINE:**

Need a New Family Dentist?

#### **TARGETING:**

Homeowner/Renter Age 30+

#### **EMAIL COUNT:**

25,000

#### **RESULTS:**

14.27%+ Opens

2.33%+ Clicks



#### A "NEW YEAR. NEW YOU." NEW PATIENT FEBRUARY OFFER

Our dental team looks forward to meeting with you and serving your family's dental needs.

There are a few things every relationship must have in order to be successful: trust, honesty, compassion, and care. Our dental team strives to bring you all of these qualities combined with the excellent dental treatments your family expects. We want you to have a pain free, comfortable visit every time you visit Dentiq Dentistry, and we care how happy you are when you leave. The tools we use and procedures we employ are the best available for ensuring a healthy, beautiful smile achieved the way that best fits you.

If you are not part of our dental family, we want you to be! For every New Patient Exam, necessary cleaning and X-rays series, you will receive your choice of either a Phillips Sonicare Toothbrush (\$150 Value) or a NEW Phillips Air Flosser. You must be scheduled during the month of February 2016 and this offer is limited to the first 25 new patients who schedule. So don't delay!!! Please call 713.526.2904 or visit our website www.dentiq.net to request an appointment today!

Request an Appointment

1355 W. Gray, Houston, TX 77019 • 713-526-2904 • dentiq.net

#### SUBJECT LINE:

Complimentary Phillips Sonicare
Toothbrush or Air Flosser

#### **TARGETING:**

HHI 50k-100k

Minimum radius of Office until reaching order quantity

#### **EMAIL COUNT:**

50,000

#### **RESULTS:**

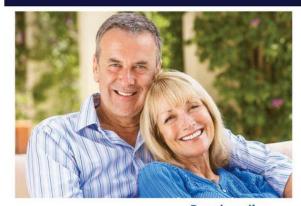
10.53%+ Opens

1.96%+ Clicks

Dental Case Study

### Dental Case Study

### NORTHWEST HERALD



COMPASSIONATE DENTAL CARE

Repair smiles with conservative restorative dentistry

[sponsored]

While practicing good oral hygiene is 100 percent important, even the most effective preventive dentistry plans cannot protect all smiles 100 percent of the time.

That's where Dr. Tim Stirneman and the Lake in the Hills-based Compassionate Dental Care team come in.

Whether patients are suffering from decay or other dental damage, Compassionate Dental Care will assess the concern and offer the most conservative treatment to repair smiles while preserving the maximum amount of the patient's natural dental structure.

Read more...

This message was sponsored by Compassionate Dental Care.

#### **SUBJECT LINE:**

Repair smiles with conservative restorative dentistry

#### **TARGETING:**

Interest In Beauty/Cosmetics
Age 40-80

#### **EMAIL COUNT:**

10,000

#### **RESULTS:**

15.89%+ Opens

2.26%+ Clicks

YOUR SMILE IS A LIFELONG INVESTMENT. CLICK HERE TO SEE HOW DR. LEWIS
HAS TRANSFORMED THE LIVES OF THOUSANDS OF PATIENTS CALL US TODAY 281.201.6787 PATIENTS HAVE BEEN COMING FROM ALL OVER HOUSTON AND ALL AROUND THE GLOBE TO EXPERIENCE DR LEWIS WORLD-CLASS QUALITY, SERVICE AND EXPERTISE IN SMILE DESIGN. OUR DENTAL SPA ATMOSPHERE AND AMENITIES, ALONG WITH OUR PATIENT-FIRST PHILOSOPHY, HAVE EARNED US A REPUTATION AS THE COSMETIC DENTISTRY PRACTICE OF CHOICE. OUR TEAM HAS BEEN CAREFULLY ASSEMBLED AND EACH MEMBER IS COMMITTED TO PROVIDING YOU WITH THE HIGHEST QUALITY CARE. YOU CAN EXPECT EXCEPTIONAL

SUBJECT LINE:

Smile Makeover for a New You

TARGETING:

A25-64 in zips provided by client

**EMAIL COUNT:** 

50,000

**RESULTS:** 

10.7%+ Opens

1.73%+ Clicks

Dental Case Study