



**Cable Television & Internet Advertising**  
**North Gwinnett Dental Clinics**  
**(Case Study 8 of 35)**

After five years a local dental practice was beginning to lose its sparkle to its customers. However, Adreka was able to bring back the gleam and increase revenues by 28% over a 90 day campaign. Adreka's secret was to brush up the dental clinic by implementing a combination of its media targeting, analytics and optimization technologies in order to boost business.

**The Situation: No Smiles Here:** For five years North Gwinnett Dental (NGD) has been located in their Sugar Hill location. During those five years, the local dentistry practice grew a profitable cash flow, and established a stable base of customers. Since business was booming the dental clinic purchased a new building to increase the quality and volume of their business. However, here in lies the problem – a move from their once familiar location. Now the dental clinic found themselves burdened with more than just cavities. With increased overhead, but not revenues, and a limited marketing budget, NGD gave a quick call to Adreka Advertising in hopes that they might save the business and generate more customer awareness.

**The Approach: Say AHHH!** In researching NGD's marketplace, Adreka discovered that within Gwinnett County, there were over 73 practices advertising, and a total of 840 dentists within the county. In addition, the competition was saturating most of the local print media and key term searches on the Internet.

However, Adreka discovered that the NGD clinics had a competitive advantage against their competition because of their specified niche that caters to families and pediatric dental care facilities. In addition, several of the NGD staff and dental technicians were fluent in Spanish.

With these key strategic points determined Adreka was able to utilize a wide variety of data sources to analyze the NGD clinic geographic and demographic situation. Adreka found a high concentration of families and a strong ethnic concentration of Hispanic families within a 15 mile radius of the new clinic. The demographic research led Adreka right to their shining target market, females. Preferably females who ran the households, that belonged to either English or Hispanic Families. Adreka later decided to reach their target market through a variety of television and Internet advertisements, because both media networks can be localized to target both a specific demographic and geographic.

**The Result: Gargle, rinse, repeat, PERFECT:** Within the first 30 days, the cable television and Internet advertising for the new NDG clinic received 100 client inquiries, with the highest call rate in the afternoon. A whopping 93% of the incoming calls were Spanish. In addition, the cable television advertising for the clinic was generating over 80% of the lead volume at a lesser cost per customer acquisition. In the following 30 days, Adreka dropped the Internet advertising because of the lack of conversions, and altered the media schedule to remove cable networks that were not converting at an optimal rate. In order to reflect their target consumer Adreka edited the advertisement broadcast times of the media placements in order to best reflect the habits of stay at home moms. Furthermore, NGD saved advertising dollars due to removing the more expensive prime time broadcasting slots.

Within the remaining 60 days left in the campaign, Adreka Advertising decreased wasted media expenditure by over 50%, and nearly tripled the call volume in client inquiries, which ultimately resulted in an increased close rate of 18%.

**The Bottom Line:** Adreka's analytics and bulk media scheduling permitted NGD to broadcast over 3,000 commercials per month on cable television all within a 15 mile radius of their clinic. Within 90 days, Adreka optimized NGD's media campaign to acquire the largest amount of clients at the lowest cost per acquisition.

In conclusion, the North Gwinnett Dental Clinics were able to increase their revenues by 28%. Given the client's success, Adreka Advertising's conclusion is that, "Nothing makes you smile more than a growing bottom line!"