



CASE STUDY

Dental Clinic Improves Patient Acquisition Through Buxton's Targeted Multi-Channel Marketing

A Texas-based dental care provider whose primary market is Hispanic and ethnically diverse communities wanted to acquire new patients more efficiently. The organization turned to its consumer analytics partner, Buxton, to create a predictive marketing model for a highly targeted multi-channel marketing campaign that ultimately yielded a return on ad spend of more than 3 to 1.

The Approach

Buxton developed a predictive marketing model that identified which households were most likely to become the organization's patients. The model scored households in the regions of interest to identify a target group and a peer control group to measure the effectiveness of the campaign.

After determining the target list, Buxton identified specific devices that these same households use

to access the Internet. This provided the dental organization with a highly targeted method of serving digital banner ads. A subset of households included in the campaign received both IP targeting ads and direct mail offers.

PROFILE:

Multi-unit Dental Care Provider

MARKETS:

40+ Clinics in Dallas/Fort Worth and Houston, TX

NEED:

Targeted Marketing for Patient Acquisition

RESULTS:

3:1 Return on Ad Spend, Response Rate 73% Higher Than Control Group

The Campaign

The multi-channel marketing campaign ran over a one-month period. Six clinic trade areas were included in the campaign and all trade areas received the same creative materials. The ads offered either half off or a free treatment, and directed recipients to the organization's website for more information.

One direct mail piece was sent to each household included in the campaign. The households that also received digital banner ads saw 10 ad impressions each.

The Results

Buxton's marketing services yielded a return on ad spend ratio of more than 3 to 1. After investing \$32,785 in the campaign, the dental organization saw incremental revenue gains of \$116,818 beyond the revenue generated by the control group.

Additionally, the targeted marketing campaign outperformed the control group in terms of response rates. Thanks to the predictive marketing model, which selected the correct households to target, the campaign response rate was 73% higher than the control group response rate.

Finally, the results showed that digital marketing enhanced the overall campaign response rate. The response rate for households that received both direct mail and digital banner ads was 88% higher than the control group; households that received only direct mail yielded a 66% lift over the control group response rate.

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The Bottom Line

Get more out of your marketing budget and improve your return on investment by using analytics. Visit www.buxtonco.com to learn more.