

DENTAL

CLIENT PROFILE

Major national dental company, with in-house technology making them efficient at handling thousands of leads per day.

The client matches consumers with dentists in their local area, offering the services required by the consumer with upcoming scheduling availability.

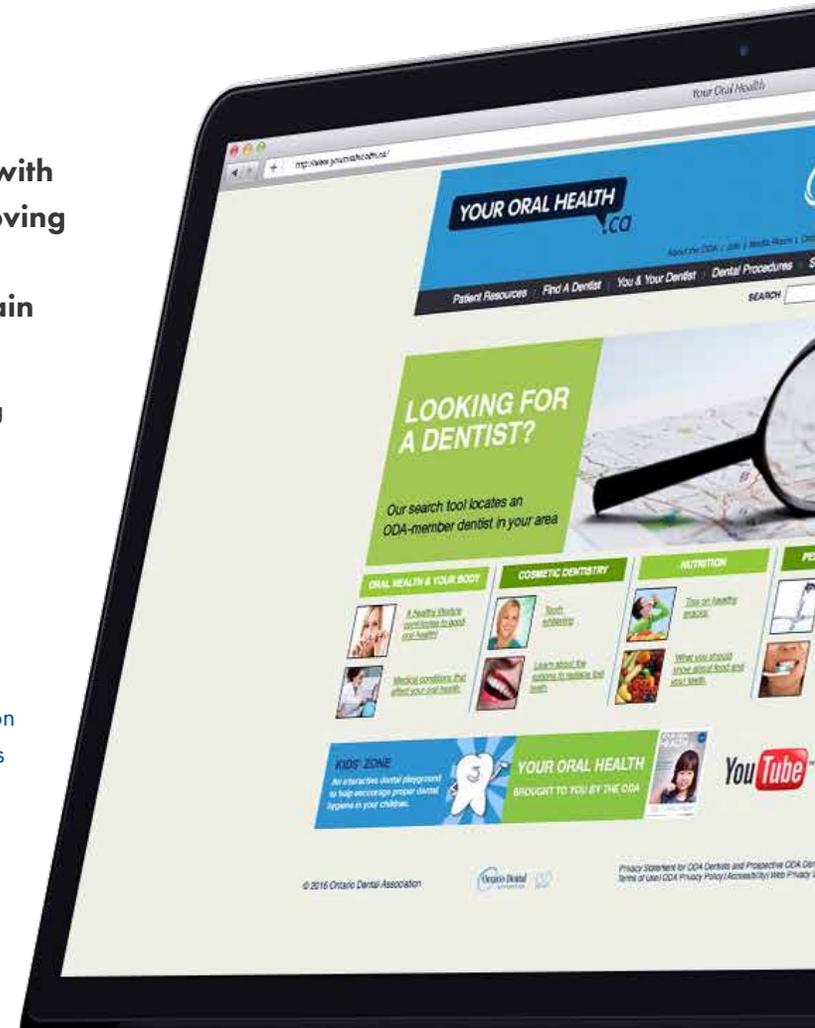
This service saves the consumer time and research when it comes to finding a highly qualified dentist for a specific dental need.

THE CHALLENGE

The dental landscape has changed dramatically over the last four years with a huge influx of dental companies moving into the digital and mobile landscape making it incredibly difficult to maintain or increase market share.

As this transition was occurring, the client was looking to partner with a leading agency that could help them continue to dominate the digital and mobile spaces, solidifying their leadership position in a crowded landscape.

It was very important to this dental company that we were able to control the media directly through our internal teams, allowing us to provide the transparency that has led to open communication between our companies and specific optimizations that otherwise wouldn't have been possible.



STRATEGIES WE USED

Transparency and Control – Constant Optimization – Focus on Quality and Volume

- **MUNDOmedia** launched the national dental Lead Generation and Pay Per Call campaign focused on desktop search, mobile search and social display.
- To ensure transparency and quality was achieved, we set tracking by KW for both Lead Generation and Pay Per Call. This allowed for extremely granular levels of optimization. With this level of optimization, **MUNDOmedia** was able to hit important core metrics for the client and thus scale the campaign to thousands of leads per day.
- We also set up continual multivariate testing on social where we were swapping out different creatives to monitor against CTR, form fill rates, etc. These tactics allowed us to be more aggressive in our bidding strategy, giving us access to more and more traffic leading to the scale necessary for the size of our dental client's call center. High call center utilization is critical for this dental client.
- By strategically planning our media buying strategy for each week, we were able to focus on the areas that were most efficient for both **MUNDOmedia** and the client, which allowed **MUNDOmedia** to continue to invest in more expensive media on behalf of our client.
- The media team worked hand-in-hand with the creative team in order to design performance driven ad units, resulting in drastically increased CTR and form fill rates.



KEY METRICS

Major National Dental Company, with in-house technology

1M

Since **MUNDOmedia** launched the campaign we have driven over 1 million qualified leads, making **MUNDOmedia** this dental client's largest partner.

4k

MUNDOmedia has been able to scale to over 4K leads per day as a result of continued optimizations and **MUNDOmedia** being the most efficient media partner for this dental client.



MUNDOmedia kept a spotless record of traffic quality, upholding **MUNDOmedia's** reputation for facilitating increases in growth and market share without compromising anything related to our client's brand.

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