

Case Study

Houston Chiropractor needed a way to reach new patients who had neuropathy.

The challenge was there is a lot of competition in the area and the chiropractor needed a way to get directly to the patient. By utilizing DirectMail2.0's digital integrations, the client was able to use a cost effective way for them to reach new patients and increase their patient visits each week.

Overall Stats

Total Pieces: 38,105
Last Mail Date: 9/19/19
Call Tracking Numbers: 1
Follow-Up Ads: 1








New Patients **19**

Total Ad Displays **132,107**

Engagements **391**

Total Leads **1,903**

Breakdown of Stats

-  **SocialMatch:**
11,750 reach/14,633 ads displayed/43 clicks
-  **Mail Tracking:**
100% confirmed delivery
-  **Informed Delivery:**
785 emails opened
-  **Call Tracking:**
92 new calls from campaign
-  **Online Follow-Up:**
58,361 ads displayed/35 clicks
-  **Social Media Follow-Up:**
20,223 ad displayed/213 clicks
-  **LEADMatch:**
1903 leads/22 matches

