



MARKETING RESULTS CASE STUDY

Client:

Borealis Dental Studio

Industry: Dental Services

Location: Fayetteville, NC

Cards Mailed: 39,650



The Results

After 1 year of marketing every single month using DirectMail2.0's omni-channel marketing program, check out their results:

- 143% increase in monthly new patients
- 759 prospect calls (using DirectMail2.0's call tracking feature)
- Google ads seen 1.2 million times all over the internet
- A return on investment **(ROI) of 998%!**

Borealis Dental Studio has hit a whole new level of business operation! With an average of 68 new patients booking appointments each month, many of whom directly say they received Borealis's dental office postcards, another doctor will join the expanding practice's team this summer!

And thanks to their enhanced digital presence, they've increased from 0 to 29 Google reviews with an average 4.9 star rating — making Borealis Dental Studio one of the top-ranked dental practices in the area.