



Marketing Results Case Study

Riverside Family Dental, Job #118907

RIVERSIDE FAMILY DENTAL 380 East Hickory St., Riverside, Iowa 52327
Gentle, caring dentistry for the whole family!

GENERAL DENTISTRY | COSMETIC DENTISTRY | RESTORATIVE DENTISTRY

866-218-1127 | www.drgrimmdental.com

FREE
NEW PATIENT EXAM & X-RAYS
Not valid with insurance. With this card, cannot be combined with other offers. Offer expires 30 days after mailing date.

FREE
PROFESSIONAL WHITENING FOR LIFE
Upon completion of new patient exam and regular check-ups every 6 months. With this card. Offer expires 30 days after mailing date.

FREE
POWER TOOTHBRUSH
With adult or child new patient exam. Cannot be combined with other offers. With this card. Offer expires 30 days after mailing date.

RIVERSIDE FAMILY DENTAL 380 East Hickory St., Riverside, Iowa 52327
The best dental decision you'll ever make.

GENERAL DENTISTRY | COSMETIC DENTISTRY | RESTORATIVE DENTISTRY

We're committed to creating beautiful, healthy smiles by providing exceptional, gentle dental care in a comfortable and family-friendly environment. We pride ourselves on superior results, keeping you stress-free and happy from start to finish!

- Friendly & experienced all-female staff
- Quality, personalized care — every time
- High-tech dentistry in a state-of-the-art office
- Interest-free financing options available
- Most major insurance plans accepted

"Dr. Grimm has completely changed my attitude about going to the dentist! From the minute you walk in the door to the time you leave, it feels like everyone in the office is happy to see you and you're the only person that matters. Truly the best dental experience EVER!" — Annette

Schedule your appointment today! 866-218-1127 | www.drgrimmdental.com

Dr. Grimm and Her Family

Riverside Family Dental
PO Box 14
Riverside, IA 52327

POSTAGE
PAID
PERMIT NO. 1005
RIVERSIDE, IA

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RIVERSIDE FAMILY DENTAL

Campaign With DirectMail2.0

Results

Calls Received: 257

New Customers: 47

Revenue: \$16k

Plus

Online Followers: 170

Online Ad Impressions: 45,200

Clicks Back to the Website: 15

Mailing List

Purchased 2,665 - res/occ, median route income \$50k+

Mailing Schedule

Cards Mailed: 13,325

Frequency of Mailings: 2,665 monthly

Mailings: 5