



MARKETING RESULTS CASE STUDY

Client:

Patuxent Dental

Industry: Dental Services

Location: Hollywood, MD

Cards Mailed: 12,000 per month



The Results

Patuxent Dental's annual revenues **went from \$700,000 to \$3.2 million** in just five years. Dr. Khanna has had to triple his staff to keep up!

As Dr. Khanna increased his postcard mailings, his new patient count went up, too!

- Average new patients before postcards: 30/month
- Average new patients sending out 6,000 postcards/month: 50/month
- Average new patients sending out 12,000 postcards/month: 94/month
- Average new patients **adding DirectMail2.0** New Patient Edition: 170-190/month!

ROI: 1,809%