



MARKETING RESULTS CASE STUDY

Client:

Prairie Hawk Dental

Industry: Dental Services

Location: Castle Rock, CO

Cards Mailed: 18,000 cards 3 times



The Results

With the help of DirectMail2.0 and the real kicker: geo-targeted Google ads that are shown simultaneously to the same audience receiving your direct mail campaign (they'll see targeted ads from you all over the web for full market saturation!), their campaign was a winner! Prairie Hawk Dental received **360 online followers!** PLUS! Dr. Goodman **converted 112 of his calls into new patients**, which generated **\$48,741 in revenue** from their dental and orthodontic treatment!