

PROFESSIONAL  
SERVICES

# CASE STUDY

ACQUIRE CUSTOMERS &  
INCREASE SALES

## ► *Objective:*

A local dental practice turned to shared mail to attract new patients.

## ► *Media Used:*

Impact Postcard

## MSPARK APPROACH:

- Target key ZIP Codes around their location reaching approximately 16,000 households per date
- Mail 5 consecutive in home dates to generate awareness
- Utilize aggressive \$89 new patient special on stand alone postcard product

## RESULTS:

- **50+ new patients** acquired across all mailings
- **\$12,000+ generated in incremental revenue** from additional services new patients received outside of special offer
- Impact Postcard success resulted in an additional 6 months of frequency