

PROFESSIONAL
SERVICES

CASE STUDY

ACQUIRE CUSTOMERS &
INCREASE SALES

► *Objective:*

Looking for a cost-effective advertising method, a local dental practice chose shared mail to help gain new patients and grow their business.

► *Media Used:*

Shared Mail Insert

MSPARK APPROACH:

- Target key split ZIP Codes around their location reaching approximately 15,000 households per mailing
- Mail in rotating areas with households who have a high propensity to use dental services
- Create an attractive ad to drive new patients

RESULTS:

- **50+ new patients** averaged across all mailings
- **\$125,000+ generated in new revenue per year**
- Return on Investment: **\$110,000 per year**
- For every \$1 spent on shared mail, **resulted in \$7.33 in sales.**
- After seeing great success with the mailings from one location, they have continued to use shared mail with their 2 new practices.