

# Streaming Ads Generate New Patients for Orthodontics Practice



## Client Name/Profile

Orthodontics and Pediatric Dentistry



## Industry

Healthcare



## Location

Missouri



## Client Since

2015

overachieved  
standard completion  
rates by  
**21%**

**5-to-1**  
return on investment

## THE CHALLENGE

An innovative, multi-location orthodontics and pediatric dentistry practice in Missouri sought to generate new orthodontic patients. They decided to incorporate a new digital advertising channel that would complement their existing direct mail efforts.

## THE SOLUTION

Knowing the Client wanted to add a digital component to its direct mail efforts, AccuData matched its direct mail prospect audience (parents of children ages 7 - 17 with an income of \$60,000+) to our Connected TV/Over-The-Top (CTV/OTT) advertising network. AccuData developed a 4-week multi-variant video strategy that ensured the Client's engaging video ads were displayed to the households that received direct mail marketing from the practice.

## THE RESULTS

In its pilot campaign, the CTV/OTT Advertising campaign produced above-average video completion rates and resulted in a 5-to-1 return on investment for the practice. With such impactful results, the Client committed to a recurring campaign model. Proving itself as a successful channel, the practice owner has developed a program to assist fellow doctors with exploring the benefits of CTV/OTT advertising.

We Take Data Personally