

# Dental Group in the Southwest Came to Orange 142 Wanting New Clients for Their Second Location

A dental group in the Southwest came to us with the goal of getting new clients to a second location that serviced children and adults.

One week after the campaign launch, we reviewed all the data we had gathered and began making optimizations. We reallocated the budget to the strategies driving the most conversions, developed new strategies based on our insights, and discontinued those that were not effective.

At the end of a 60 day campaign we delivered 11 “contact us” submissions which resulted in 4 booked appointments. The client gave Orange 142 additional budget to run for the entire year. In addition they also gave us budget for a recruitment campaign where they were looking to hire dental hygienists.



## How Orange 142 Delivered Results

### LAUNCH STRATEGIES

- » **Behavioral Targeting:** Focused on new movers, elementary age children in household medical utilization, likely to see a dentist, dental work.
- » **Retargeting:** We mapped various actions on the site and created remarketing strategies based on those actions.
- » **Keyword Targeting:** We used a custom keyword list and looked for users reading content related to those keywords.
- » **Local Site Targeting:** We created a site list of local news and entertainment websites, along with top indexing websites for adults aged 18+ in the specific geography.

### OPTIMIZATIONS

- » Increased bid and spend on the remarketing strategy.
- » Created a lookalike audience using “online scoring” to isolate the most valuable site visitors.
- » Adaptive Segments: These segments adapted out exhausted users from the re-targeting pool and adapt to users who are more engaged by serving them more ads.
- » We paused behavioral targeting segment “new movers” and shifted the budget into behavioral “parents of elementary age children” as it was performing well.

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