

## Dentist Makes \$103,483 in Profit

### CHALLENGE

Teddy Bear Dental Care received a Triadex Card Mailer that was created for a dental lab. Although they were already participating in other types of marketing, such as billboards, they decided to create a card mailer direct mail marketing campaign.

### SOLUTION

During their first campaign, Teddy Bear Dental Care mailed 5,000 Triadex Card Mailers to specific zip codes. They offered a \$150 gift card to their customers. They were so happy with the results that they ran this same offer two more times, targeting different customers in the same zip codes.

During campaign 4, Teddy Bear Dental Care mailed 5,000 Triadex Card Mailers to the same zip codes but targeted new customers. However, this time they chose the 2-detachable card template. The offers included a \$150 gift card and a free exam and x-rays gift card.

### RESULTS

- Campaigns 1-3 made a profit of \$81,741.
- Campaign 4 made a profit of \$21,742.
- The total ROI for all 4 campaigns was \$103,483.

*“Our card mailers have been a hit, bringing as high as a 9 to 1 return on investment. I like them because it gives a much higher value to the patient above a postcard style mailer; the value of \$150 seems to set us apart also.” - Dr. Nix*