

**Company Profile**  
Western Dental Centers  
www.westerndental.com



## Results

New web appointments skyrocket while *cost per appointment* drops with new pay-per-click campaign (PPC).

## Case Study Highlights

In less than one-year:

- the *Number of Appointments* (web-initiated) increased five (5x) times since start of PPC.
- the *Cost per Appointment* decreased by 79%.
- the *Cost per Call* decreased by 72%.
- 78% of paid search inquiries made an appointment.

**Industry**  
Healthcare

**Business**  
Dental and Oral Health Services

**Sales Channel**  
B2C

**Business Challenge**  
Increase traffic to get people to call and make an appointment

**Enquiro Client since**  
September 2008

**For more information:**  
Enquiro Search Solutions, Inc.  
www.enquiro.com  
sales@enquiro.com  
1.800.277.9997

## New Appointments at Western Dental Skyrocket while Costs Plummet with PPC

*“Our paid search campaigns have proven to be our best performing marketing channel. Appointments have dramatically increased while the cost per visitor has steadily decreased. We couldn’t have done it without Enquiro.”*

Anna Yang, VP Marketing Finance, Western Dental Centers

### About Western Dental

Western Dental is among the largest dental and oral health maintenance organizations and dental providers in California. Western Dental has more than 250 dental offices in California, Arizona and affiliated offices in Nevada.

### The Challenge

Before working with Enquiro, Western Dental exclusively relied on traditional marketing channels such as direct mail and television to attract new customers. In 2008, Western Dental felt it was time to leverage paid search to increase traffic to its website and ultimately, get new customers to make an appointment.

### The Solution

Exploring another marketing medium is always challenging so leveraging the expertise of Enquiro, a thought leader in search marketing, made solid business sense. Enquiro helped educate the Western Dental team about paid search and the nuances of the industry while learning about their industry, audience and objectives.

Then, both teams worked together to devise a paid search strategy that included:

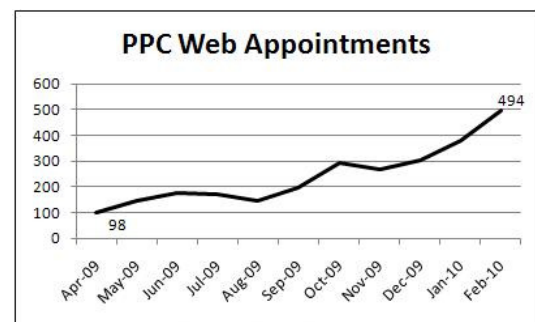
- **Geo-targeting** to ensure ads only displayed to residences searching in states where Western Dental offices are located.
- **Campaigns** were also separated into services which provided better budget control depending on season (e.g. summer - orthodontics) and where revenue/margins are higher (e.g. check-ups vs. veneers).
- **Unique/Dedicated Toll-Free Phone Number** was critical for tracking success measurement since the *call to action* for Western Dental’s PPC campaign was to get visitors to call and book an appointment.

This strategy proved to be effective achieving some impressive results.

### The Results

The results have quite simply been *extraordinary*. In less than one year (April 2009 to February 2010), Western Dental has seen the number of **new, web-initiated appointments increase by five (5x) times** what they were since the PPC campaign started. In fact, 78% of people who call Western Dental as a result of the PPC campaign, make an appointment. This performance exemplifies the quality traffic Enquiro attracts through their effective campaign management.

In the same time period, continuous tuning of Western Dental’s paid search campaign has also contributed to a 79% decrease in the **Cost per Appointment**.



The number of new appointments resulting from PPC campaign.

### What’s next for Western Dental?

Western Dental and Enquiro will work together to further align paid search efforts with television advertising and other offline marketing initiatives.