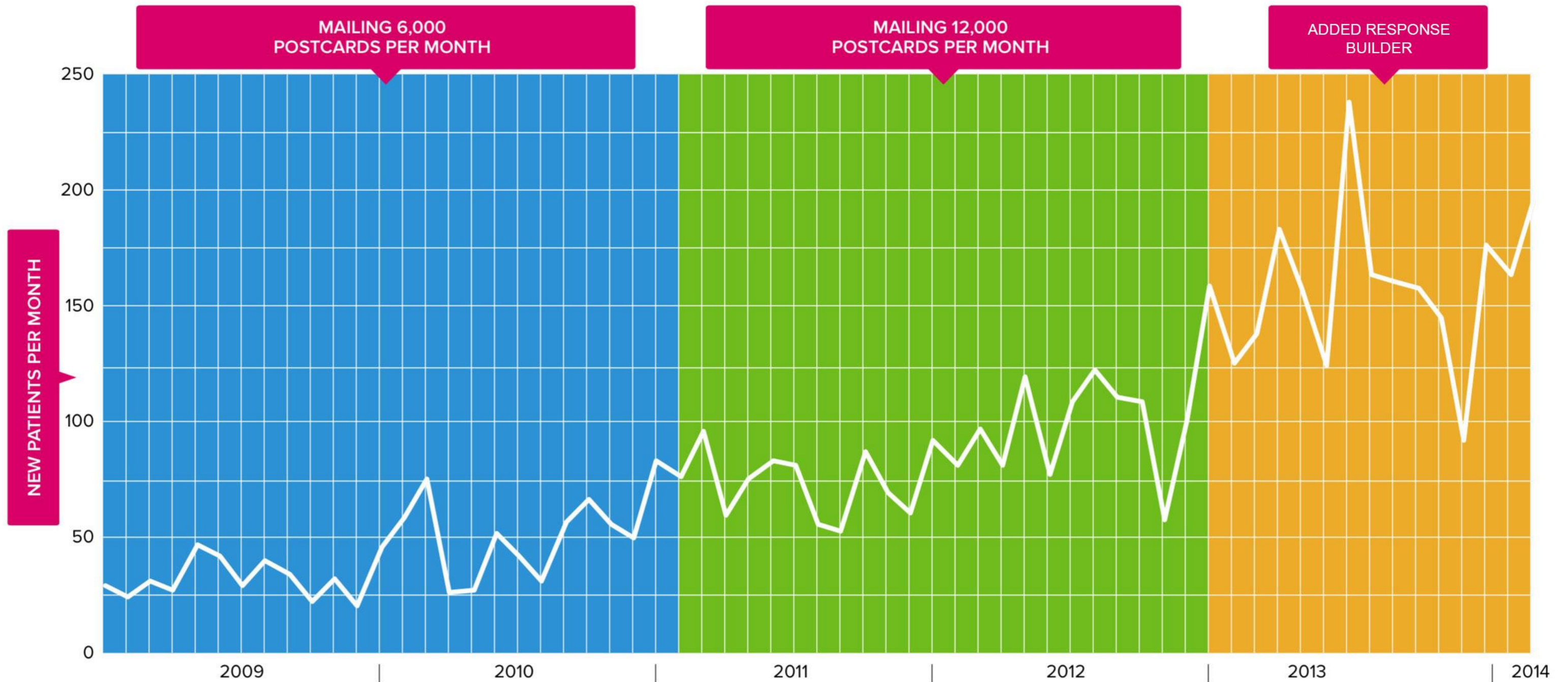


# PLUMB RESPONSE BUILDER CASE STUDY



# PLUMB RESPONSE BUILDER CASE STUDY

## Amit Khanna Dental

### Mailing 6K/month:

An average of 42 new patients/month, each costing \$143

### Mailing 12K/month:

An average of 83 new patients/month, each costing \$63

### Mailing 12K/month PLUS Response Builder:

An average of 154 new patients/month, each costing \$34

And per the doctor himself, new patients are worth about \$3,290 over the course of their lifetime. With Response Builder, his ROI per patient is about 9,576%!

With the power of Response Builder: New Patient Edition, Dr. Khanna brings in about FOUR new patients for what it cost him to acquire just ONE when he first started. PLUS, per the doctor himself, new patients are worth about \$3,290 over the course of their lifetime. With Response Builder, his ROI per patient is about 9,576%!





# PLUMB RESPONSE BUILDER CASE STUDY

## Prairie Hawk Dental

### RESPONSE

324 calls to call tracking number.

Converted 112 of these into new patients and generated \$48,741.

PLUS 33,337 impressions to their 360 online followers!

### MAILING LIST

Purchased 18k records - res/occ radius

### MAILING SCHEDULE

Hit list of 18k 3x over 4.5 months (July-Dec)

**Campaign Cost: \$18,665**

**Immediately Generated \$48,741**

**Estimated 1 Year Revenue from Campaign: \$197,680**

**ROI After 1 Year: 959%**



POSTCARD



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# PLUMB RESPONSE BUILDER CASE STUDY

## Dan's Automotive

### RESPONSE

"The response has been good and we still have clients bringing them in! So far we've generated about \$14,400."

### DM2.0 STATS

Followers: 1,300

Impressions: 219,454

Click-backs: 87

Calls: 84

### MAILING LIST

Provided 6000 records - current and previous clients

### MAILING SCHEDULE

1000 cards per week for 6 weeks

Campaign Cost: \$3,672

Immediate Revenue: \$14,400

Immediate ROI: 292%v



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# PLUMB RESPONSE BUILDER CASE STUDY

## Mountain Island Pediatric

### Campaign

30,000 6x8.5 postcards  
Purchased a list of 5,000 – households with children age 2–17, income \$40,000+, in select zips  
Mailed to that list 6 times over the course of 6 months

### Results

840 followers  
116,144 online ad impressions  
317 Calls Received  
108 New Patients  
\$22,000 in Revenue

**Campaign Cost: \$11,458**

**Immediately Generated: \$22,000**

**Estimated 1 Year Revenue from Campaign: \$190,680**

**ROI After 1 Year: 1532%**



POSTCARD



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# PLUMB RESPONSE BUILDER CASE STUDY

## Divalda & Sirico Dance & Music School

### RESPONSE

Free Day of Dance Registrations: 113  
Full Semester Sign-Ups: 97

### MAILING LIST

Purchased 8,300 records - children present age 3-16

### MAILING SCHEDULE:

8300 1x

Campaign Cost: \$5,287

Immediately Generated: \$58,200

Estimated Lifetime Revenue from Campaign: \$465,600

ROI = 8706%



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# PLUMB RESPONSE BUILDER CASE STUDY

## Riverside Family Dental

### Results

Calls Received: 257

New Customers: 47

Revenue: \$16k

### Plus

Online Followers: 170

Online Ad Impressions: 45,200

Clicks Back to the Website: 15

### Mailing List

Purchased 2,665 - res/occ, median route income \$50k+

### Mailing Schedule

Cards Mailed: 13,325

Frequency of Mailings: 2,665 monthly

Mailings: 5

Campaign Cost: \$7,416

Immediately Generated: \$16,000

Estimated 1 Year Revenue from Campaign: \$82,955

**ROI After 1 Year: 1018%**



POSTCARD



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*MAIL TRACKING*

*CALL TRACKING*

*ONLINE FOLLOW-UP*



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**BUILDER** 

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