



SUCCESS STORY

ABOUT DENTYS:

- Dentys, India's Largest Dental Chain, Awarded Global Health Care Excellence in 2016 was established in 2009. With a vision to develop Dentistry as a reliable and comprehensive stream that gives patients Full Care & Cure that they deserve to change their lives for the better. Their motto being to strive towards treating their patients while giving them a wholesome and a transparent diagnosis.
- They promise only the most advanced infrastructure, meticulous sterilization and expert techniques and procedures that can help patients in the best possible manner.

Goal's achieved in a short duration of 1 MONTH



CHALLENGES

- To Reduce cost per click for ongoing ppc campaigns in a duration of 1 Month
- Increase conversions for treatment specific landing pages
- Increase authentic clicks to landing pages & website



HOW DID SOCIAL DNA ADDRESS THE NEED?



- To Increase the amount of clicks and reduce CPC, a City level optimization plan was initiated which resulted in considerable amount of achievement towards the first step of our goal.
- Key Keywords were optimized to leverage good results
- Addition of search intent specific Ad copies increased clicks and maximized the number of conversions on landing pages.

