



Client: Florida Law Weekly

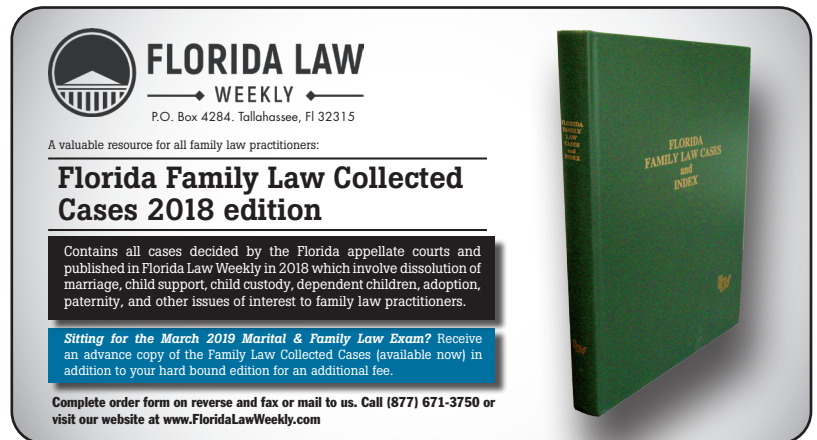
Industry: Legal Research

Location: Tallahassee, FL

Cards Mailed: 3,441

Google Views: 373,869

Facebook Ad Views: 3,622



The Results

Due to the call tracking feature of IMS, Florida Law Weekly was able to identify a sentence on the post card that was causing confusion amongst their recipients. That confusion caused their phone calls to average a minute longer than last year's campaign. By changing the copy on the postcard, they will be able to shorten call times on the next run, in addition to generating more calls overall.

Client Testimonial

"More than anything, we're a small firm that has never established baseline data for marketing campaigns (because we just don't really market/advertise) and these IMS set ups allow us to snag A TON of data in a small amount of time, for very little expense."

-Matt Crumbaker



Client: Capital Health Plan

Industry: Health Maintenance

Location: Tallahassee, FL

Letters Mailed: 44,813

Google Views: 144,272

Phone Calls Received: 186



The Results

Capital Health Plan was able to greatly increase their exposure across their 7-county service area by using IMS to couple their direct mailpiece to measurable Google Display Network advertising. They racked up 144,000 Google ad views in less than a month and were able to utilize the data from 186 phone calls to further refine their mailing list. The new enrollees generated from this campaign equated to a roughly **519% return on investment!**

Client Testimonial

“In a 3 week timeframe we more than paid for the campaign.”

-Lauren Helm



Client: Florida Dental Association

Industry: Professional Dental Association

Location: Tallahassee, FL

Postcards Mailed: 39,281 (across 4 mailings)

Google Views: 1,970,880

Facebook Views: 24,332

The Results

Florida Dental Association achieved astounding success with a 4-part series of IMS campaigns targeting different market segments with different themes. IMS tracked more than **4000** visitors to their website (who were continually retargeted with their ads), and they generated nearly **two million** ad views on the Google Display Network. They also benefited from over **24,000** total ad views on Facebook and Instagram.

Florida Dental Association benefited from a **177% increase in ROI** over their previous year's campaign.

Client Testimonial

"Just did the math, and our registration numbers are up 11.23% from last year."

-Brooke Martin

