

iKids Orthodontics Increases Invisalign Treatments by 116%

- The orthodontic practice wanted to increase leads for qualified Invisalign patients
- They delivered engaging social ads with clear call-to-actions, resulting in increased conversions and Invisalign treatments

116%
INCREASE IN
INVISALIGN
TREATMENTS

66%
INCREASE IN
CONVERSIONS

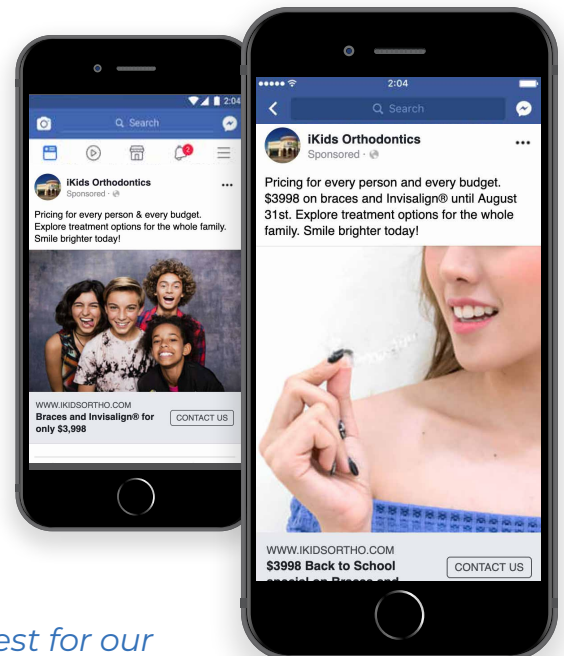
Overview

Relevant ads to the right audience

iKids Orthodontics partnered with Netsertive to deliver lead generation campaigns designed to acquire young prospective patients for Invisalign treatments.

Netsertive's digital experts created a strategy to reach young people where they spend their time: on social media. They developed link ads featuring photos of teens with messaging such as "Pricing for every person & every budget. Smile brighter today!" A "Contact Us" call-to-action button linked to the iKids Orthodontics website where people could schedule a complimentary consultation.

"Netsertive tailored its strategies to what really works best for our practice. We asked for more Invisalign patients and they delivered, driving a definite increase in phone calls, Invisalign treatments, and ultimately beautiful smiles for our patients."



Dr. Steven Machicek
Orthodontist