



OrthoPulse Practice Drives 243% Increase In Local Demand



About Blue Wave Orthodontics

With 65 years of combined experience, Blue Wave Orthodontics offers orthodontic services for children, teens, and adult patients including both traditional braces and state-of-the-art Invisalign aligners. Led By Dr. Feldman and Dr. McDowell, Blue Wave Orthodontics has 10 locations throughout the Tampa metro area.

Individual practices and brands alike are constantly looking for ways to drive awareness in their local markets. The challenge is local practices want to promote their business while the brand wants to promote their product. With Netsertive's YouTube @ Scale solution, both brands and local practices benefit from generating awareness in relevant, local markets.

Netsertive is reimagining the way local practices and brands drive awareness in local markets with our unique video localization technology. Netsertive's Platform creates unique videos for each local practice, customized to their business, from a single brand-compliant asset. Through this approach, Netsertive's YouTube @ Scale generates awareness for both the brand and the local practice, driving search lift and engagement.

When Blue Wave Orthodontics heard about the Netsertive-YouTube @ Scale pilot, they decided to test it out for themselves. Due to the success of their campaign during the testing phase, they decided to continue the campaign for subsequent months.

WHO WE ARE

Netsertive is a marketing technology company that enables brands, publishers, and local businesses to reach customers online, at scale. Netsertive's platform and services coordinate messaging, brand experience, and performance across all digital channels to drive awareness, consideration, and sales.

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The Solution

Netsertive-YouTube @ Scale utilizes Netsertive's SmartLaunch, SmartTarget, and SmartAdjust technology to reach potential patients at the local level through digital video.

Netsertive's SmartLaunch technology creates unique campaigns with local components and custom, brand-compliant video assets (from a single OrthoPulse video) for each local practice. Localized assets include relevant information for the local practice including their logo, area served, unique landing page link, and more.

Once the campaign is set, SmartTarget makes sure the video reaches only highly qualified, local audiences. Throughout the campaign, SmartTarget continuously updates the targeting set based on thousands of data points across Netsertive's campaigns to make sure ads are always showing to relevant and engaged users.

Netsertive maximizes return on investment for each local, YouTube campaign by making daily tweaks based on performance with SmartAdjust. SmartAdjust alters campaign components daily to ensure each campaign is performing optimally and staying relevant to key audiences.

With Netsertive-YouTube @ Scale, Blue Wave Orthodontics was able to target the right audience and increase demand for their services while OrthoPulse generated awareness for their brand in the local market.

The Results

Blue Wave Orthodontics immediately began seeing results from their campaign and demand for their OrthoPulse products. Over the initial two month period, Blue Wave Orthodontics's YouTube campaign had a 33% View Rate (compared to the 17% average on YouTube) with a \$0.06 Cost-Per-View (compared to the \$0.07 industry average), meaning consumers were highly engaged with the video and interested to learn more.

Additionally, Blue Wave Orthodontics saw a 28% increase in search volume for their business name since the campaign launched. Similarly, OrthoPulse saw a 38% increase in searches in the local market since the Blue Wave Orthodontics campaign launched. Both Blue Wave Orthodontics and OrthoPulse saw year-over-year growth since working with Netsertive as well. (93% and 243% respectively).



38%

Increase in OrthoPulse searches in local market. Compared to time period prior to Blue Wave Orthodontics campaign.



447

New opportunities generated for local practice. Over a two month campaign period.



28%

Increase in searches for practice name in local market. Compared to time period prior to Blue Wave Orthodontics campaign