

Carolina Smiles Family Dental

Challenges

Carolina Smiles Family Dental is a Brevard, North Carolina, practice treating patients of all ages, offering family, cosmetic and emergency dental services.

The practice was looking to capture new customers for their recently opened second location. They also needed a way to manage these incoming leads and turn them into patients.

Products

 Search Ads  Social Ads

  Dash by LocaliQ

Results

Over 90 days, Carolina Smiles has seen exciting growth in their second location:

- **73% of incoming calls were unique calls**, and of higher value, clocking in at almost a minute longer than the average call lead.
- Search Ads delivered a **96% higher conversion rate** and **123% lower cost per lead** than industry average
- Automated nurture email has yielded the practice a **25% email open rate**, 17% higher than industry average.

“When we opened a new branch of our practice this year, LocaliQ played a crucial role in filling our schedule with appointments and new patients. I highly recommend partnering with LocaliQ for anyone looking to elevate their digital marketing efforts.”

— Mylinda Shipley, Office Manager



123%

lower Search Ads CPL than industry average



25%

nurture email open rate



96%

higher Search Ads CVR than industry average