

Internet Dental Alliance[®]

Dental Marketing Intelligence Report

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www.DentalMarketingIntelligenceReport.com

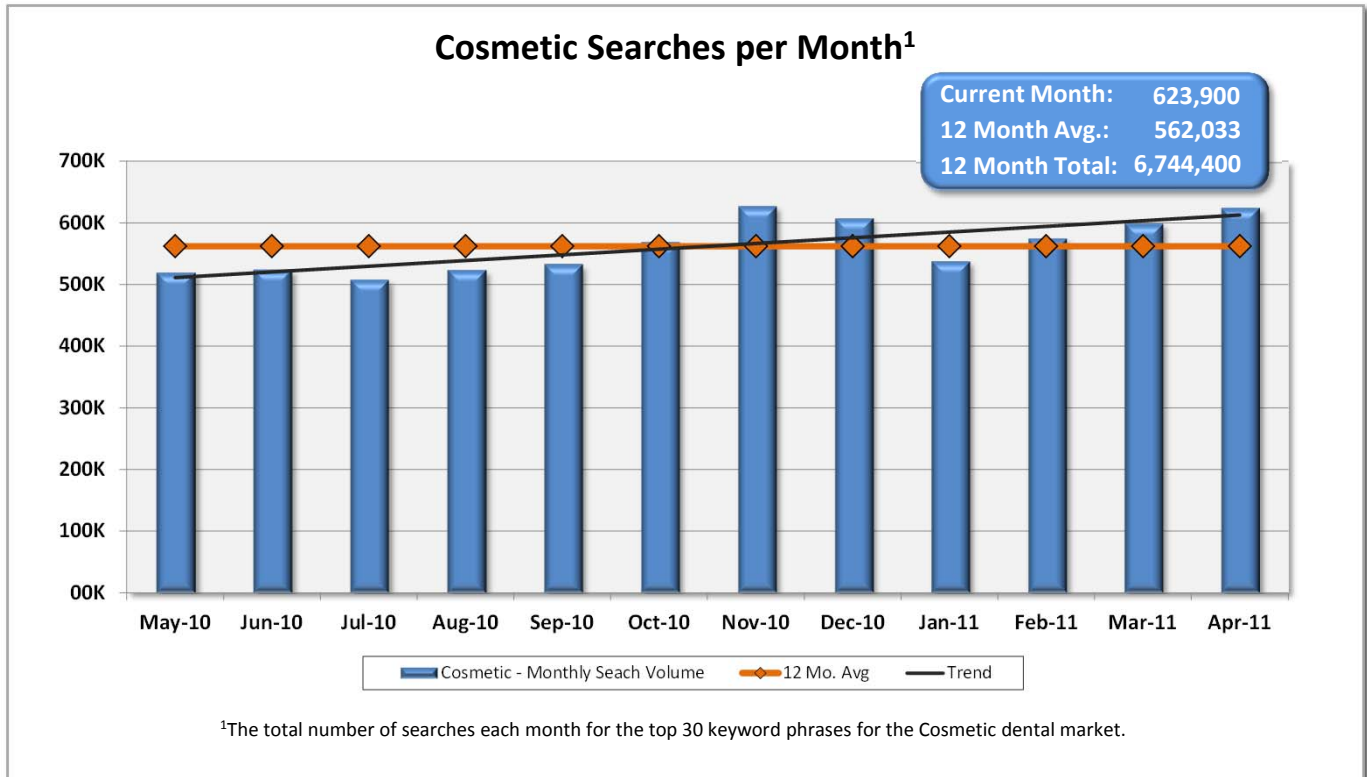
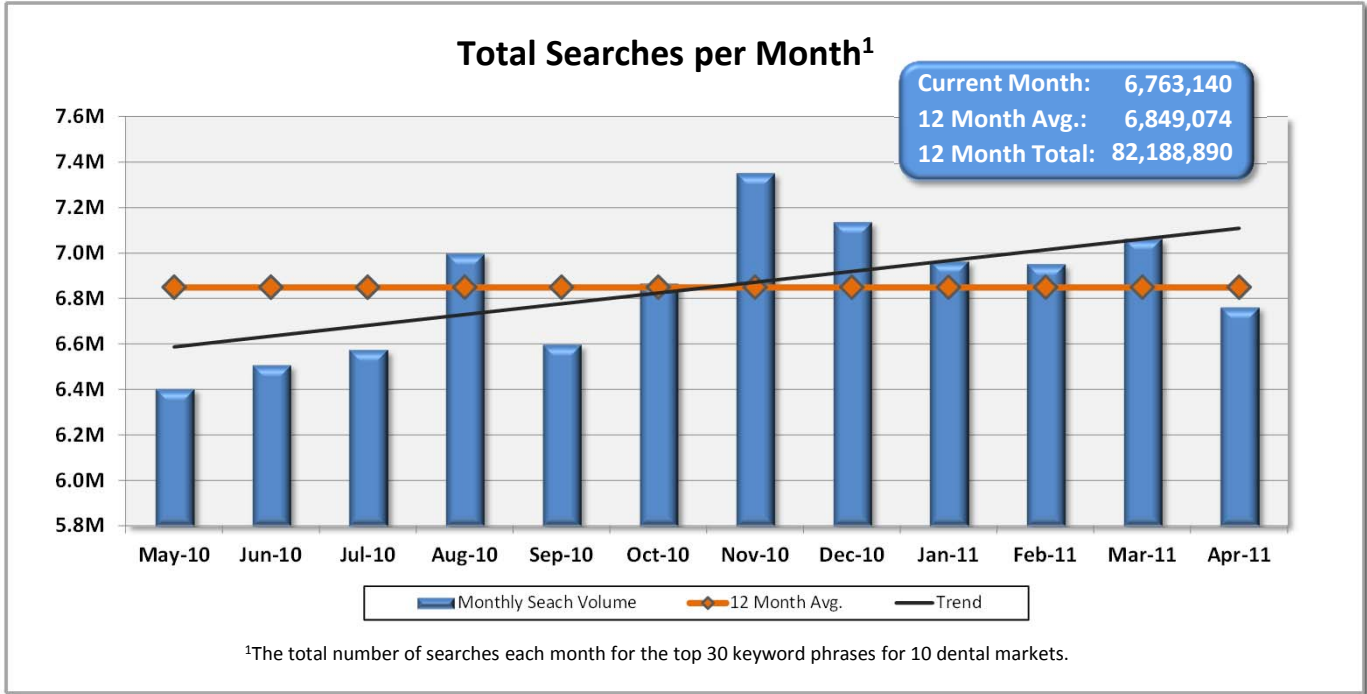
Our purpose here is to compare trends. Our methodology uses a system of weighted values and sets/assumes/establishes a conversion index point of 2% as our standard. It is important to understand that individual doctors' conversion rates of clicks to patients will vary dramatically based on the quality of their internet marketing.

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April 1, 2011



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This list represents the 15 most popular keyword search terms (as part of a phrase – for example, “veneers Dayton” or “Peoria tooth crown”) within the Cosmetic dental market. The Change in Search Volume represented by the dot in the rightmost column indicates whether or not total searches for that particular phrase have increased, decreased, or remained the same since the prior month.

Monthly Search Rankings - Cosmetic

Top 15 Search Terms	Rank This Month		Last Month	Change in Search Vol.
veneers	1		1	
cosmetic dentistry	2		3	
cosmetic dentist	3		2	
lumineers	4		4	
porcelain veneers	5		5	
dental crown	6		6	
dental bridge	7		7	
cosmetic dentists	8		10	
dental bridges	9		13	
veneers cost	10		8	
dental veneers	11		9	
cosmetic dental	12		11	
perfect teeth	13		12	
tooth crown	14		14	
cosmetic dentist in	15		20	

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Cost to Acquire One New Patient - Cosmetic

Top 15 Search Terms	CPC This	Weight ²	Weighted
	Month ¹		CPC ³
cosmetic dentist	\$8.61	0.16	\$1.36
cosmetic dentist in	\$7.97	0.01	\$0.11
cosmetic dentistry	\$7.63	0.16	\$1.20
cosmetic dental	\$7.09	0.02	\$0.15
cosmetic dentists	\$6.44	0.03	\$0.17
porcelain veneers	\$5.59	0.06	\$0.32
teeth veneers	\$5.15	0.01	\$0.03
lumineers	\$4.55	0.07	\$0.32
veneers	\$4.31	0.29	\$1.24
veneers for teeth	\$4.26	0.01	\$0.02
smile makeover	\$4.25	0.01	\$0.03
porcelain crowns	\$3.80	0.01	\$0.04
aesthetic dentistry	\$3.79	0.01	\$0.02
cosmetic teeth	\$3.70	0.01	\$0.03
dental bonding	\$3.34	0.01	\$0.04

Weighted Cost Per Click ⁴ \$5.65

X 100 Clicks ... 2 patients are acquired ⁵ \$565

÷ 2 = **Cost to Acquire 1 New Patient** **\$282**

¹ CPC (Cost per click) is the amount paid to Google by the advertiser each time a user clicks on a Google ad resulting from a search for a specific keyword phrase. The CPC for any ad is determined by how much advertisers are willing to pay for each click-through to the advertiser's website or product page. It's important to note that a click is not a sale; in fact, dentists may average only 1 new patient for every 50 unique visitors to their site.

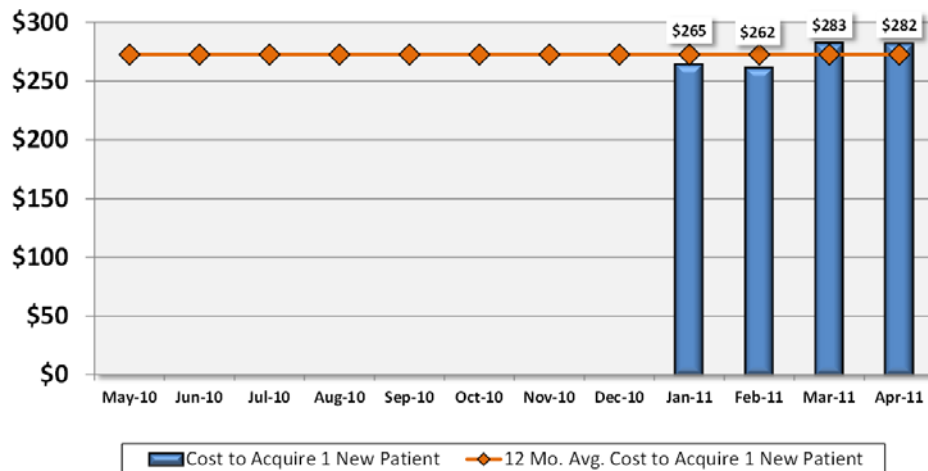
² Using the top 30 keyword phrase searches (here we display the top 15) for a dental market during the month, we assign a value-weighting to each keyword phrase. We derive this by taking the number of monthly searches for that keyword phrase and dividing by the total number of searches for all 30 phrases within this dental market.

³ The cost per click (CPC) for each keyword phrase is multiplied by its value-weighting to give the Weighted CPC for each search term.

⁴ The resulting weighted cost per click (CPC) amounts for the 30 keyword phrases are totaled to give the Weighted

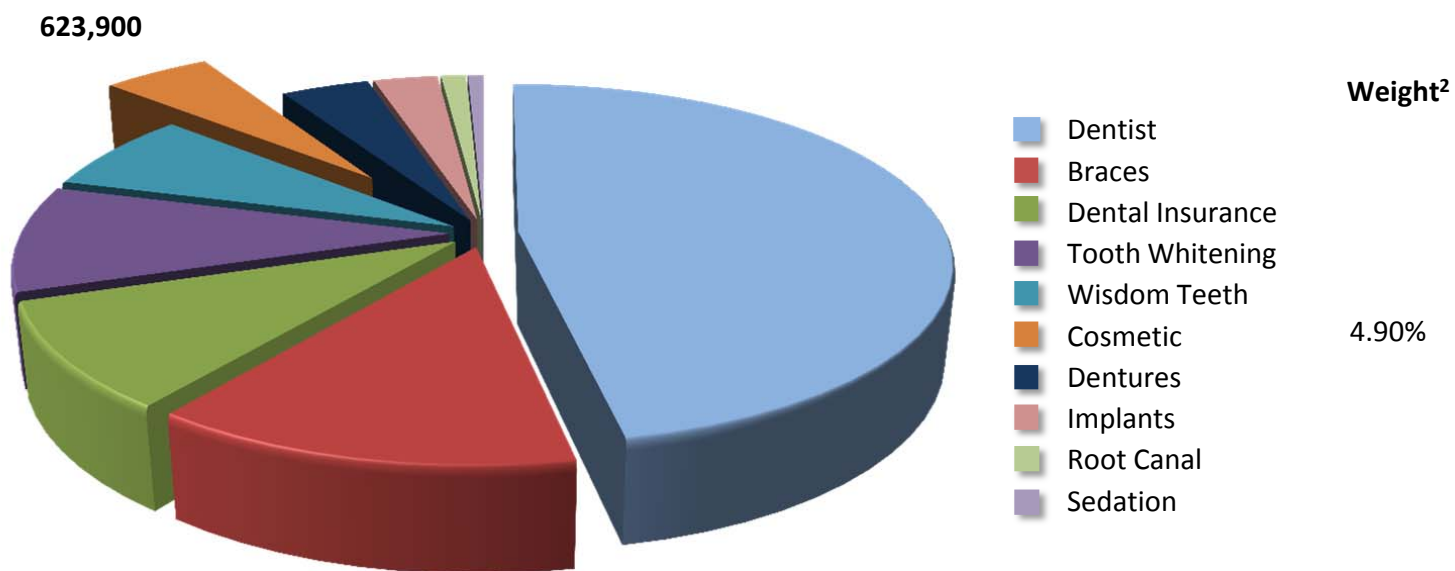
⁵ We have set an index standard of a 2% conversion rate for statistical comparison purposes. That is, for every 100 clicks among the top 30 keyword phrases for the Cosmetic dental market, you acquire an average of 2 new patients.

Cost to Acquire 1 New Patient - Cosmetic



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Total Search Volume¹



¹ The total number of searches during the month for the top 30 keyword phrases for each dental market.

² The total number of searches during the month among the top 30 keyword phrases for a dental market divided by the total number of searches during the month among the top 30 keyword phrases for all 10 dental markets.

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Cost to Acquire One New Patient

Dental Market	Weighted Value per Click ¹	Cost to Acquire One New Patient ²	Gross Production Value ³	Net Profit ⁴
Sedation				
Implants				
Cosmetic	\$5.65	282.45	\$5,500	\$3,953
Tooth Whitening				
Dental Insurance				
Braces				
Dentist				
Dentures				
Wisdom Teeth				
Root Canal				

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<https://store.internetdentalalliance.com>

¹ Using the top 30 keyword phrase searches for a dental market during the month, a weighting is assigned to each keyword phrase by taking the number of monthly searches for that phrase and dividing by the total number of searches for all 30 keyword phrases. Then the cost per click for each keyword phrase is multiplied by this weighting. The resulting weighted cost per click amounts for the 30 keyword phrases are totaled to give the Weighted Value per Click for that dental market.

² Assume that for every 100 clicks among the top 30 keyword phrases for a dental market, 2 patients are acquired. So, the Weighted Value per Click is multiplied by 100, then divided by 2 to give the estimated Cost to Acquire one New Patient.

³ Estimated industry of the value of 1 patient based on dental market.

⁴ Gross Production Value less lab, variable expenses and collections loss (these expenses are estimated industry values based on dental market). The result is the Marginal Profit. Next, the Marketing Cost (Cost to Acquire One New Patient) is subtracted out to give the Net Profit.

IMPORTANT: This report is intended to provide a general overview of trends in dental marketing. The data is generated using Google tools. Internet Dental Alliance makes no guarantees as to the accuracy of the original Google data. All calculations are based on assumptions stated. We cannot warrant these calculations as totally accurate. Relative values will change from month to month as additional dental marketing categories are added to the report.

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