

Pacific Dental Services

A dental support organization gains valuable new insights to transform their marketing



“With a high-performing, data-driven, results-oriented approach to digital marketing, we connected Salesforce Marketing Intelligence with operational data to improve the business health of each supported practice.”

John Pham, Senior Director, Digital Marketing & Operations

The Challenge

Pacific Dental Services (PDS) is a leading provider of dental support in the United States of America, serving more than 900 dental practices across the nation. Their vision was to aggregate their data from multiple third-party marketing and social media systems, including paid media, social media, web, email, and more. Doing so would enable PDS to harmonize these previously siloed marketing resources.

The Wish

In order to realize their vision, PDS wished to implement Marketing Cloud Intelligence (formerly Datorama) and sought the help of an expert Salesforce Partner to achieve this. The data they needed to harmonize spanned a wide range of tools and platforms, including Adobe Analytics, Google My Business, Google Ads, Instagram, LinkedIn, Facebook, Twitter, YouTube, Salesforce Marketing Cloud, Snowflake and Sprinklr.

By connecting this operational data with Salesforce Marketing Cloud, PDS would be able to measure key metrics, build nurturing patient journeys, leverage machine learning, and connect data sources across platforms. It would also allow them to reinforce a high-performing, results-oriented approach to digital marketing.

The Solution

As their Salesforce Partner, VRP Consulting implemented and configured Marketing Cloud Intelligence for PDS, creating sophisticated overview boards gathering a wealth of important business info from different sources in one place. VRP also provided PDS with dashboards for regional teams' internal communications, with aggregated information for each region and the ability for their team members to post meeting notes and Excel spreadsheets with valuable information to their dashboards. What's more, VRP automated the client's previously laborious month-end reporting process and built custom report templates.

1.5 Million USD
saving for local offices

17.6%
reduction in cost per lead

24.9%
saving in cost per appointment

The Stages

First, the VRP team created data streams with built-in and external connectors to accommodate the client's required marketing and technical vendors. They also used the Total Connect feature to automatically bring in data from Sprinklr.

Next, VRP implemented data harmonization with harmonized dimensions and data classifications to unify data from all the client's required sources and created responsive data filters. These would filter according to office, region, campaign and channel.

Finally, they integrated complicated calculations and applied logic for various multidimensional calculated metrics through Salesforce Marketing Intelligence. This would allow PDS to calculate metrics, such as cost per acquisition, cost per lead and cost per appointment, which enabled the growth for new solutions that provide scalable investment/spend revenue data for future analysis.

The Result

As a result of the work VRP Consulting conducted for Pacific Dental Services, they now have scalable architecture that enables a single pane glass view for comprehensive insight into achieving their marketing successes and identifying areas of greater augmentation. With dedicated dashboards for each of their teams, including Marketing, Paid Ads, Socials, and Field Reps, PDS now has easy access to all the information in a centralized place.

This approach saves valuable time on monthly reporting and ensures an effective workflow system to determine optimal decisions. In fact, it has enabled PDS to reduce the cost per lead by 17.6% and the cost per appointment by 24.9%, ultimately saving local offices \$1.5 million in 2022.

Company Profile

Founded in 1994, Pacific Dental Services is a leading dental support organization providing business and administrative support services to more than 900 dental practices across the United States. Forging the concept of modern dentistry, PDS continues to be at the forefront of the industry by equipping dentists with advanced, proven technology, optimal operational practices, and commitment to ongoing education. PDS aims to help dentists focus on providing quality patient care while streamlining the business operations of dental practices—emphasizing a “Patient First” approach to dental care.

PLATFORM	PROJECT	LOCATION	INDUSTRY
Marketing Cloud Intelligence	Consulting engagement to implement and integrate Marketing Cloud Intelligence and enable analysis and reporting of data on marketing activities at scale	USA	Healthcare & Life Sciences

Do you want to achieve **smarter, data-driven marketing**? Contact us today to explore the possibilities.