

**ACP Summary:  
2016 National Prosthodontics Awareness Week**

**More Activities, More Traditional and Social Media Coverage, More Grassroots PR, More JOP Press, Infographics, Instagram, Press Releases, TV News, Videos, and JOP Science Delivers Results**

- Number of activities reported for ACP's 2016 NPAW: **157 Activities** (up from 119 in 2015)
- Number of members participating 2016 NPAW: **82 Members** (up from 64 in 2015)
- Number of states reached during 2016 NPAW: **30+ States** (up from 24 in 2015)
- Number of countries reached: **11 Countries** (up from 4 in 2015)

**Press Coverage:**

- Number of Broadcast Mentions: 177
  - NBC Chicago – Digital Dentistry Weekend Web Segment – Dr. Carl Driscoll
  - Ivanhoe – Produces health news stories distributed to 50-65 local TV news stations in 38 markets across the country (including ABC affiliate in Chicago WLS, San Antonio, LA)
    - Similar to a CNN Health Minute – 1 TV interview can yield national coverage
    - For NPAW, 2 prosthodontists in 2 stories aired across the country
    - Dr. Mamlay Reshad on CAD/CAM Teeth is Top 3 Topic by news stations
    - Dr. Sandra Jean O'Neal on Million Dollar Smile also airs widely
- Number of Print Mentions: 50
- Number of Internet Mentions: 750

**Social Media:**

- Number of Tweets: 2,594
- NPAW's first Instagram PR launched by 5 UIC residents & new prosthodontists
- ACP's 2 new infographics prompt members and Henry Schein's NPAW PR campaigns

***Journal of Prosthodontics:*** ACP PR and the *JOP* collaborated on 2016 NPAW PR campaigns, yielding results.

- Clinical Practice Guidelines downloads during April: 315
- Co-Morbidities article downloads during April: 304

The *Journal of Prosthodontics* was a star of NPAW in 2016 with 2 new infographics to share, boost, and use to educate the public about 6 Tips to Care for Restored Teeth (based on the Clinical Practice Guidelines on Dental Restorations). Dr. David Felton's Co-Morbidities *JOP* update also got press. Altmetric Scores for both articles now exceed 45+, increased by traditional press and social media.

*JOP* mentions from Jan. 1 – May 9, 2016 were up 172% in media coverage from last year!

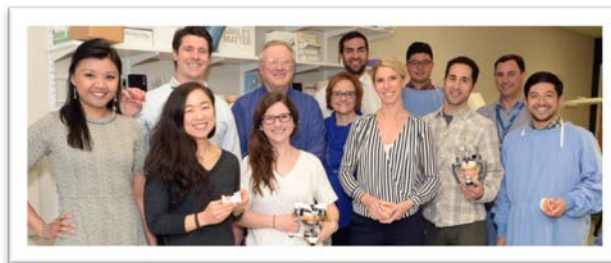
**ACP Activities Summary:  
2016 National Prosthodontics Awareness Week  
As of 5-10-2016**

**Pro Bono Care/Oral Health and/or Cancer Screenings**

- Canada: In Winnipeg, ACP Members Dr. Cecilia Dong, Dr. Igor Pesun, and Dr. Charlene Solomon participated in Free Oral Cancer Checks at the Polo Park Shopping Center during National Prosthodontics Awareness Week. Dr. Pesun arranged to have the ACP oral cancer video playing during the event.



- North Carolina: The University of North Carolina Graduate Prosthodontics crew celebrated NPAW with their annual community service project of providing new smiles to a group of deserving patients. The graduate residents, faculty, and staff rallied together to fabricate new denture prostheses for 7 patients from the local community. Most of these patients had been edentulous and without prostheses for many years and were without means or access to care. The UNC Grad Pros team extends a special dedication to prosthodontics department chair, Dr. Robert Wright, who passed away unexpectedly in April: "We all would like to dedicate our NPAW in his memory and express our gratitude to him for the support he provided us as chair of our department."



**Open Houses**

- California: Dr. Ronald Koslowski invited over 30 dentists, business colleagues, and staff members to his office for a double celebration. They were acknowledging National Prosthodontics Awareness Week and Dr. Koslowski being at his Encino practice for 15 years!
- Connecticut: UConn prosthodontic residents hosted an "Open Lab Night" during NPAW. Residents throw open the doors to the resident lab to host a lab open-house for dental students. Students were encouraged to bring cases with questions, and dinner was provided. Residents also showed the students lab "tricks of the trade" such as waxing techniques, fabrication of a surgical guide, beautifying casts, and festooning dentures.



- Michigan: Drs. Priebe and Wiens hosted an open house and invited referring doctors and their staff to celebrate NPAW on the opening day of the Detroit Tiger's Baseball Game. Over 100 guests attended.
- Pennsylvania: Pi Dental Center hosted an Open House after an aggressive marketing campaign with flyers, billboards, radio appearances, e-mail blasts, and visits to local businesses. Within the first two days of the open house, Pi Dental Center had already seen an increase with 9 new patients that were interested in learning about the benefits of prosthodontics.

### Professional Presentations

- Massachusetts: The advanced graduate prosthodontics program at Harvard School of Dental Medicine held an Advanced Prosthodontics Forum on March 17, 2016. Their residents and faculty gave short presentations on various topics of prosthodontics. Thirty six participants including predoctoral students, faculty, and residents attended the forum.
- Missouri: On April 6, Dr. Charles Goodacre presented at the UMKC School of Dentistry. His topic was "Computer-Aided Engineering of Complete Dentures and Implant Prostheses." 40 students attended.
- Missouri: Dr. Charles Goodacre was the featured speaker at the Dr. Dan Cruz Memorial Lecture on April 7 at the Midwest Dental Conference. 49 individuals attended.
- Pennsylvania: Dr. Eva Anadioti held an information session for all students at Penn, Temple, VA, and Einstein hospitals in the Philadelphia area. After the session, students were invited to attend a networking event with prosthodontists from Philadelphia and New Jersey to inspire post-graduate studies in prosthodontics.
- Texas: Dr. Ben Ross gave a presentation entitled "Prosthodontics Potpourri" to the Fort Hood, Texas Army Dental Activity. 35 dentists and specialists attended.



## Lunch & Learns

- Arizona: Dr. Clark Chen at the Arizona School of Dentistry and Oral Health prosthodontics department held two lunch and learns during NPAW. Dr. Chen gave a review of dental materials and its application to prosthodontic procedures to second year dental students who are transitioning into seeing live patients in the clinic. Dr. Matthew Kahn gave a presentation on his full mouth rehabilitation board case to third and fourth year students.



- Connecticut: At UConn, prosthodontic residents collaborated with the pre-doctoral prosthodontics interest group to sponsor a lunch and learn. Dr. Avinash Bidra gave a 45-minute informational presentation on the specialty of prosthodontics including “who we are,” “what we do,” and finished with an interesting review of a few of his own cases. Approximately 40 dental students, years 1-4, attended the session
- Indiana: The Indiana University School of Dentistry hosted a lunch and learn to inform postdoctoral students in prosthodontics and predoctoral dental students about what prosthodontics is, and what a graduate prosthodontics program consists of. There were about 100 people in attendance.
- Kentucky: Dr. Stapleton hosted an event for the D4 dental students at the University of Kentucky.
- Nebraska: Drs. Alvin Wee, Andrea Hall, and Kirstin McCarville hosted a lunch and learn at Creighton University School of Dentistry. They included a presentation which highlighted their dental students and patients, and then the event ended with Prosthodontic Jeopardy.
- Virginia: Dr. Karen McAndrew and her team hosted a lunch and learn bingo event at their education facility. 27 support team members attended the event, enjoying a delicious catered lunch. Prizes were awarded to the winners.



- Wisconsin: Drs. Carl Drago and Nate Farley spoke at a daily lunch lecture at Gundersen Health System, which was attended by 50 doctors and residents. The presentation gave information about prosthodontics and how the department works with a variety of different departments throughout their hospital.

## Community Public Outreach

- Connecticut: Drs. Avinash Bidra, Tom Taylor, and John Agar celebrated NPAW at the University of Connecticut with their 8 prosthodontic residents. Throughout the week, residents staffed an NPAW informational booth in the busy UConn Health Center cafeteria during lunch hours. Throughout the month of April, NPAW “advertisement” slides were shown on loop on informational monitors in the hospital cafeteria and all main entrances.



- Georgia: Georgia Prosthodontics offered a chance to win a four day cruise to the Bahamas for two people. In order to be eligible to win, individuals must have liked their Facebook page, shared their Facebook page, and tagged Georgia Prosthodontists along with three friends.
- Kentucky: Dr. Brandon Stapleton had Lexington, KY Mayor Jim Gray to officially declare April 3-9, 2016 as National Prosthodontics Awareness Week in their city. Dr. Stapleton received a plaque commemorating this honor.
- Pennsylvania: Dr. Robert Bentz shared pictures of him with his patients, as well as a sign promoting NPAW outside of his office. For patients, he provided NPAW cookies along with red and blue carnations.



- Pennsylvania: Dr. Eva Anadioti played a NPAW video on a screen in University of Pennsylvania’s main office for patients, students, faculty, and staff to see. She also provided an NPAW banner to take pictures with, which were featured on their Prosthodontics Club Website.
- Louisiana: Dr. Abdallah Awada provided three second-year dental students the opportunity to be prosthodontists for two days. The students, chosen by lottery, actively engaged in advanced treatment alongside prosthodontic residents; participated in evidence-based seminar sessions; learned clinical and laboratory tips/tricks; received hands-on exposure in clinical/portrait photography; and had the opportunity to produce work to be presented alongside prosthodontic residents at the ACP Annual Session.
- Massachusetts: To celebrate NPAW, Drs. Steven Spitz and Noah Orenstein gave patients a chance to win two Boston Red Sox tickets. To be eligible to win, individuals had to go to Smile Boston’s Facebook page to play two truths and a lie with the prosthodontists. Individuals who guessed the lie correctly were entered into a drawing.

- Missouri: The Missouri and Kansas ACP Sections combined and provided a dinner at the UMKC School of Dentistry. Dr. John Ball was joined by Dr. Charles Goodacre and the UMKC Advanced Restorative Honor students. 30 people attended.



- North Carolina: Dr. Young Kang displayed five new NPAW posters created in Fort Bragg throughout four different dental clinics to spread awareness.
- Ohio: At the Ohio State University College of Dentistry, residents had a table in the student lounge and showed pictures of their patient care and answered questions regarding prosthodontics with dental students during lunch. About 75 dental students participated.
- Texas: Dr. Yepez celebrated NPAW by posting signs featuring the logo around her office, as well as visiting senior centers to inform senior citizens of the benefits of visiting a prosthodontist. She also celebrated with referral doctors from around the area. Dr. Yepez created a video to announce the activities she had planned for NPAW.



- Virginia: Dr. Karen McAndrew and her team promoted NPAW by delivering 200 tins of popcorn to their dental friends in the Richmond, Midlothian, Mechanicsville, Goochland, and Glen Allen communities. They also greeted every patient with a cup and told them about NPAW, as well as displayed the Certificate of Recognition signed by Governor Terrence McAuliffe, where he officially recognized National Prosthodontics Awareness Week.
- Virginia: Dr. Scott Miller sent out tooth-shaped NPAW cookies to his local area.

### Press Coverage

- Alabama: Dr. Ronald Sambursky was featured on Binghamton Homepage news about a free seminar he hosted to help educate patients and the public about oral health issues and solutions for missing or unhealthy teeth.

- [Binghamton Homepage](#)
- Alabama: Dr. Ronald Sambursky was also featured on WICZ Fox 40 Binghamton’s 10:00 news to talk about prosthodontic procedures and health benefits.
  - [WICZ Fox 40 - Binghamton](#)
- Arizona: Dr. Daniel Galindo had a media interview on Fox 10 News at 10:00 p.m., which was shown in Phoenix, AZ. He talked about what a prosthodontist is and does.
- Connecticut: Dr. Avinash Bidra was featured in *UConn Today*.
  - [UConn Today](#)
- Florida: Dr. Matthew Nawrocki was featured on a segment called Dental Health Watch on First Coast Living to talk about NPAW and what a prosthodontist does. Dr. Nawrocki did a follow up segment the following week.
  - First Coast Living NPAW
  - First Coast Living Prosthodontists
- Illinois: ACP President Dr. Carl Driscoll spoke on Digital Dentistry for NBC-Chicago’s “Weekend Web” segment.
  - [NBC Chicago Weekend Web](#)
- Kentucky: Dr. Stapleton was featured on WLEX 18 News in Lexington to talk about NPAW.
  - [WLEX 18 News](#)
- Mississippi: Dr. David Felton was announced in a news story as Dean for UMMC.
  - [UMMC Public Affairs](#)
- New York: Dr. Frank LaMar had an article published in the *Rochester Democrat & Chronicle* to promote NPAW.
  - [Rochester Democrat & Chronicle](#)
- Pennsylvania: Drs. Thomas Balshi and Glenn Wolfinger celebrated NPAW by making arrangements with one of their “Teeth in a Day” patients who is also a celebrity radio talk show host. Pi Dental Center was featured on WDAS-FM Radio.
  - [Pi Dental Center Radio Spot](#)
- Texas: Prosthodontist Dr. Mamlay Reshad was featured on LifeStyle with Denise Simons, which is targeted towards San Antonio. The segment explained how prosthodontists use digital dentistry to perform procedures in just one appointment.
- National: Dr. Mamlay Reshad’s Ivanhoe Health Medical Breakthrough: CAD/CAM Teeth
  - Aired April 1- May 5 across the country ([Top 3 most aired topic by 50-60 local stations](#))
  - [ABC: WAAV](#)
  - [WFMZ-69 \(PA\)](#)
  - [WKBT \(Wisc.\)](#)
- National: [Dr. Sandra Jean O’Neal’s Ivanhoe Health Minute: Million Dollar Smile](#)
  - Aired April 1-May 5 across the country (distributed to 50-60 local markets)
  - [WFMZ TV](#)
- National: The *ADA News* issued a news release about National Prosthodontics Awareness Week and the free *Journal of Prosthodontics* content coinciding with NPAW.
  - [ADA News](#)
- National: The *ADA Morning Huddle*, a newsletter sent to members of the ADA, featured a blurb on April 1 about the ACP infographic which offers six tips to care for restored teeth.
- National: The *ADA Morning Huddle* also featured a blurb on April 4 that reported NPAW and the free *JOP* content that coincided with the month.



- National: Clear Choice Dental did a PR Push and secured 300+ TV segments featuring ACP members from March 15-April 30, which coincided with NPAW. Below are some highlights of the national coverage:
  - CBS San Francisco
    - 45 mentions
    - 8 different days
  - ABC 30 St. Louis
  - No More Dentures – ABC 30 St. Louis
  - No More Dentures – Fox 2 St. Louis
  - KVUE ABC Austin, TX
  - Smile Healthy America – KRON-TV San Francisco
  - No More Dentures – Fox 5 Las Vegas, NV
    - 6 mentions
  - No More Dentures – KSTC-TV Minneapolis, MN
    - 7 mentions
  - KGW NBC Portland, OR
  - No More Dentures – KBCW The CW San Francisco
  - No More Dentures – KTNV ABC Channel 13 Action News Las Vegas, NV
  - No More Dentures – WFTC Fox 9 Minneapolis, MN
    - 9 mentions
  - No More Dentures – KEYE TV Austin, TX
  - No More Dentures – KPNX NBC 12 Phoenix, AZ
  - No More Dentures – KSAT ABC 12 San Antonio, TX
- National: Three ACP Press Releases about NPAW and Clinical Practice Guidelines were picked up by many national outlets. The highlights can be seen below:
  - Press Release 3/15/2016: [American College of Prosthodontists Announces National Prosthodontics Awareness Week is April 3-9, 2016](#)
    - Distribution: 524,866,879 Potential Reach
    - Views: 823 Cumulative Views on GlobeNewswire
    - Engagement: 87 Total Clicks to Links from GlobeNewswire
    - 98 Total Placements (highlights below):
      - [4-Traders](#)
      - [The Arizona Republic](#)
      - [Ask.com](#)
      - [The Boston Globe](#)
      - [Daily Herald](#)
      - [Deseret News](#)
      - [International Business Times](#)
      - [Miami Herald](#)
      - [Reuters.com](#)
      - [Star Tribune](#)
  - Press Release 3/20/2016: [Prosthodontists to Patients: Beat the Odds of Do-It-Again Dentistry for World Oral Health Day](#)
    - Distribution: 524,866,879 Potential Reach
    - Views: 1972 Cumulative Views on GlobeNewswire
    - Engagement: 83 Total Clicks to Links from GlobeNewswire
    - 99 Total Placements (highlights below):



- [Ask.com](#)
  - [The Boston Globe](#)
  - [Deseret News](#)
  - [International Business Times](#)
  - [Morningstar](#)
  - [Reuters.com](#)
  - [San Jose Mercury News](#)
  - [Star Tribune](#)
  - [World Net Daily](#)
  - [Yahoo! Finance](#)
- Press Release 3/31/2016: [Prosthodontists' Infographic Offers 6 Pearls of Wisdom to Care for Restored Pearly Whites](#)
    - Distribution: 335,511,956 Potential Reach
    - Views: 1413 Cumulative Views on GlobeNewswire
    - Engagement: 60 Total Clicks to Links from GlobeNewswire
    - 99 Total Placements (highlights below):
      - [Ask.com](#)
      - [The Boston Globe](#)
      - [International Business Times](#)
      - [Miami Herald](#)
      - [Morning Star](#)
      - [Reuters.com](#)
      - [San Jose Mercury News](#)
      - [Star Tribune](#)
      - [WorldNetDaily](#)
      - [Yahoo! Finance](#)



**Journal of Prosthodontics**

- For NPAW, two articles were free in the *Journal of Prosthodontics* for the month of April. The articles included “Clinical Practice Guidelines and Maintenance of Patients with Tooth-Borne and Implant-Borne Dental Restorations” and “Complete Edentulism and Comorbid Disease: An Update”.
  - The Clinical Practice Guidelines were downloaded 315 times during the month of April.
  - The Co-Morbidities article was downloaded 304 times during the month of April.

Article Title	Article DOI	Abstract	January	February	March	April	Total Downloads 2016
Clinical Practice Guidelines for Recall and Maintenance of Patients with Tooth-Borne and Implant-Borne Dental Restorations	10.1111/jopr.12416	593	601	171	226	315	772
Dental Recall and Maintenance Regimens: Toward an Evidence-based Philosophy for Care of the Prosthodontic Patient	10.1111/jopr.12428	570	552	132	187	160	684
A Systematic Review of Recall Regimen and Maintenance Regimen of Patients with Dental Restorations. Part 1: Tooth-Borne Restorations	10.1111/jopr.12417	461	462	128	181	154	590
A Systematic Review of Recall Regimen and Maintenance Regimen of Patients with Dental Restorations. Part 2: Implant-Borne Restorations	10.1111/jopr.12415	376	412	121	158	151	533
<b>Total</b>		<b>2,000</b>	<b>2,027</b>	<b>552</b>	<b>752</b>	<b>780</b>	<b>9,257</b>

## Social Media – ACP Channels

Of the NPAW posts the ACP shared on Facebook, the top three posts were:

1. **4/8/16** – ACP members Drs. Alec Zurek, Craig Sikora, Anthony Pallotto, Goth Siu, and Mike Christian started an Instagram hashtag #PROSTH5TEAM to showcase the types of difficult cases a prosthodontist might encounter, and how they might solve those issues. Collectively, they have over 15,000 followers! These photos are raising awareness of the specialty during #NPAW16 and beyond. Check out their posts on Instagram by searching #PROSTH5TEAM. <https://www.instagram.com/explore/tags/prosth5team/>
  - 10,566 people reached, 159 likes, 1,349 post clicks, 6 comments, 22 shares
2. **4/13** – The University of North Carolina Graduate Prosthodontics crew celebrated #NPAW16 with their annual community service project of providing new smiles to a group of deserving patients. The graduate residents, faculty, and staff rallied together to fabricate new denture prostheses for 7 patients from the local community. Most of these patients had been edentulous and without prostheses for many years and were without means or access to care. The UNC Grad Pros team extends a special dedication to prosthodontics department chair, Dr. Robert Wright, who passed away unexpectedly this past Sunday: "We all would like to dedicate our NPAW week in his memory and express our gratitude to him for the support he provided us as chair of our department."
  - 6,546 people reached, 214 likes, 7 comments, 14 shares
3. **4/4** – To kick off NPAW, the ACP Resident Committee led by Dr. Roberta Wright created this video for interested dental students who are thinking about undergoing a prosthodontic residency and are interested in the specialty of #prosthodontics. A perfect video to show during a Lunch & Learn or information session during #NPAW16 (and beyond). Many thanks to Dr. Roberta Wright and Dr. Tyler Thomas for putting this video together! [https://www.youtube.com/watch?v=UB\\_X9xdyr5c&feature=share](https://www.youtube.com/watch?v=UB_X9xdyr5c&feature=share)
  - 4,235 people reached, 45 likes, 1 comment, 18 shares

## ACP's Traditional and Social Media PR Campaign for 2 NEW Clinical Practice Guidelines Infographics

- ACP press releases promoted NPAW and shared the infographics report pickup/engagement
- Members shared, posted, retweeted, liked, engaged with 2 new CPG infographics
- ACP e-blast, Wednesday Wake-up Call, social media channels\*, press releases and website asked members to share
  - \*ACP Facebook Post #1: Infographic Offers "6 Pearls of Wisdom to Care for Restored Pearly Whites"! Share with your patients this week to celebrate #NPAW16 and #prosthodontics. 2,467 people reached, 34 likes, 1 comment, 26 shares
  - \*ACP Facebook Post #2: Share this new ACP infographic with your patients about missing teeth and how to care for restored teeth! #prosthodontics; 1,930 people reached, 27 likes, 14 shares
- \*\*Henry Schein launched a campaign for NPAW to share and boost the infographics Colgate is exploring doing a similar campaign. (See pages 12-13 for results of this campaign).

## Social Media Highlights – NPAW activities

### Instagram

- 5 UIC residents and new prosthodontists added popular hashtags to all of their posts to promote NPAW.

### Twitter

- Surrounding 2016 National Prosthodontics Awareness Week, the ACP monitored social media mentions and garnered 2,594 tweets on twitter. The tweets were monitored for the terms prosthodontist(s) and prosthodontic(s).
- Included below are some highlights:
  - @NDC\_Chicago: RT @ACPros: 6 Pearls of Wisdom to Care for Restored Teeth – New Infographic! #NPAW16 #prosthodontics
    - 4/9/2016
  - @Wiley\_dentistry: It's been National Prosthodontics Awareness Week! Read these FREE articles from Journal of Prosthodontics <https://t.co/wlwJ9XMOb5>
    - 4/8/2016
  - @AvaDentDentures: National Prosthodontics Awareness Week April 3-9, 2016
    - 4/7/2016
  - @UKYDentistry: Digital dentistry techniques used to create dentures in as little as 2 visits. #NPAW16 #prosthodontics
    - 4/7/2016
  - @Wiley\_dentistry: The ACP has created this rather nice infographic for Prosthodontists to use #NPAW <https://t.co/Hy5nKPNF3F> <https://t.co/vd9guZYfoS>
    - 4/5/2016
  - @DentistryToday: Happy National Prosthodontics Awareness Week! Celebrate by sharing six tips for preserving restored teeth with... <https://t.co/Ga4lrG9pJ7>
    - 4/5/2016
  - @DrEmilyBatson: This week is NPAW! What's NPAW? Find our more here. <https://t.co/E9YDqnTvHw> #dental @ACPros
    - 4/4/2016
  - @MadisonProsthodontist: As Specialized Dentists, #Prosthodontists offer the best advice on how to care for restored teeth. #NPAW16 <https://t.co/CIOX2KutOS>
    - 4/3/2016

### Facebook

- North Carolina: Triangle Restoration Dentistry spread the word about NPAW by using social media. They posted three posts during the week, two on Facebook. One post shared the Co-Morbidities *JOP* article, and the other explained what a prosthodontist is and included a link to GoToAPro.org.
- New York: Dr. Louis DeSantis posted a photo of himself in an ACP hat with the caption “National Prosthodontics Awareness Week”
  - [Facebook Post](#)

## \*\*Henry Schein NPAW Campaign Performance Report



Henry Schein Dental

Published by Caitlin Meuser [?] · April 5 at 11:40am ·

Happy National #Prosthodontics Awareness Week! The American College of Prosthodontists invites you to join colleagues across the country in celebrating #NPAW16 and highlighting the valuable role that #prosthodontists play on the dental team.

Share this infographic with fellow oral health professionals!



6 Pearls of Wisdom to Avoid Do-It-Again Dentistry

PROSTHODONTICS.ORG

**From:** Meuser, Caitlin [<mailto:Caitlin.Meuser@henryschein.com>]

**Sent:** Monday, April 11, 2016 3:23 PM

**To:** Carolyn Barth; Vassallo, Susan; Vassilakos, Timothy

**Subject:** NPAW Facebook Campaign Performance

Hi Carolyn and Susan, I wanted to send over the performance on the National Prosthodontics Awareness Week campaign that we ran last week. The ad drove some good engagement on Facebook!

Placement: Facebook

- Post Engagement: 343 engagements
- 140 likes, 3 comments, 16 shares
- 184 clicks to the infographic
- Reach: 9,403 people
- This reached our audience via mobile newsfeed 98% of the time and via desktop newsfeed 2% of the time
- Spend: \$50.00
- Duration: April 5<sup>th</sup>-9<sup>th</sup>, 2016

The NPAW ad campaign was set up as a CPC campaign, or 'Cost Per Click campaign.' The objective of this campaign was to maximize the clicks to the website that linked to the infographic PDF.

1. **What is a typical benchmark?**
  - a. The cost per engagement of this campaign was \$0.15 per click, and in this case the cost is defined as the average you paid for each action associated with your objective. Comparing this to other CPC campaigns that we currently have running that cost \$0.27 per click, \$0.40 per click, and \$0.50 per click, this campaign had a lower cost while increasing engagement. In sum, this campaign performed optimally.
2. **What factors are considered to measure "good" engagement?**
  - a. There are several factors that are used to measure "good" engagement. If an ad has a lot of 'likes' and 'shares,' it signals high-quality content that is being delivered to the right people. But this is not the 'end-all, be-all' to engagement. Good engagement ultimately depends on the goal of the campaign, and in this case,

our success should be measured based on the number of clicks to the PDF link. It displays there was a vested interest of your content toward our audience of dental professionals.

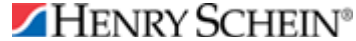
3. **What do you recommend in the future to improve this?**
  - a. To further improve the campaign in the future, I would recommend hosting the infographic as a 'downloadable' file on your website. That way we are driving traffic to your website, while also encouraging our audience to download the infographic. You could also use this opportunity to create a lead generation form where you can capture customer/audience information before they download the infographic (i.e Name, Title/Position, State, etc.)
4. **Why do you think we got good engagement?**
  - a. One of the reasons that we had good engagement on this campaign was our ability to target a very niche audience through Facebook – we have the unique ability to get our content in front of the right audience through the different email lists that we target. We also believe this ad had good engagement because it was quality content based on a national campaign (NPAW), which clearly resonated with our audience.
5. **Is there anything you wanted to do yet we didn't that could help in the future?**
  - a. Please see the answer to question 4!

**Caitlin Meuser**

*Senior Interactive Marketing Specialist*

Social Media & Interactive Marketing

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#HenrySchein

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