

case study

Client: Jax Implant & Dentures
Market: Jacksonville Radio
Campaign Duration: 6 Months
Industry: Healthcare - Dental Surgery
Tactics: AIM Audiences | Display | Social (FB/IG) | Bing SEM | Pre-Roll | Video

From Losing Market Share to 4.7x ROI: A Jacksonville Dental Practice's Digital Turnaround

Facing new competition and diminishing returns from Google Ads, Jax Implant & Dentures partnered with CMG to deploy an AIM-powered, multi-channel digital strategy that slashed wasted ad spend and delivered a 4.7x return on investment – far exceeding their 3x target.

Jax Implant & Dentures is a specialty dental practice focused exclusively on implant and denture procedures – no general dentistry. With an average patient value of \$30,000-\$40,000, every lead matters and every dollar of ad spend needs to pull its weight. The practice first connected with CMG at a Digital Marketing Summit designed for local dental practices. It was the introduction to CMG's AIM platform and audience intelligence strategy that ultimately won the business – offering a level of targeting precision the client hadn't experienced before.

The Core Problem

The practice was facing a two-front challenge that threatened its growth:

- **A direct competitor opened a new location in Jacksonville**, actively pulling market share away from the practice and putting downward pressure on patient volume.
- **Their existing Google Ads investment was underperforming** – significant budget was being spent on Google SEM with diminishing returns, and the client lacked visibility into which leads were actually converting.

For a practice where each case averages \$30K-\$40K, even a modest decline in qualified leads has an outsized impact on revenue. They needed a smarter approach – one that could recapture market share while delivering a measurable, accountable return.

Channel Strategy

A multi-channel mix was built around AIM Audiences, Display, Paid Social (Facebook & Instagram), and Bing SEM as core always-on tactics. Pre-roll and video were incorporated during peak periods to extend reach and reinforce messaging across screens.

Audience Strategy

AIM Pulse/Weekly Intenders & Conquesting Audiences were deployed to reach in-market consumers actively researching dental implant solutions. Amazon 1st-party purchase data was layered in to target buyers of dental dentures and related products – a high-intent behavioral signal unique to the AIM platform.

Creative Strategy

The client supplied all creative assets, including multiple short-form videos produced for Facebook. The videos were intentionally casual and often humorous – a low-production, high-authenticity approach that consistently outperformed polished ad units. This genuine, approachable tone resonated strongly with the target audience and drove significant engagement across social placements.

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Execution Snapshot:

~\$32,000/month in total ad spend delivered approximately **1.75 million monthly impressions** – the majority through paid social video ads. Geo-targeting was built on a customized ZIP code list covering the Jacksonville metro area.

The Results:

4.7X

Overall ROI

1.75M

Monthly Impressions

\$32K

Monthly Ad Spend

Performance Highlights:

- 4.7x ROI achieved overall – significantly exceeding the client's initial success benchmark of 3x. For a practice averaging \$30K-\$40K per case, this ROI represents substantial revenue growth.
- Google SEM spend was reduced considerably as the client gained confidence in the AIM-driven campaigns. Better business results followed – proving the shift to audience-first targeting was the right move.
- AIM client dashboard became a daily tool for the practice. The client regularly used the dashboard to reconcile leads and conversions, giving them unprecedented visibility into which marketing dollars were actually driving patients through the door.
- 1.75 million monthly impressions delivered consistently across social video, display, SEM, and pre-roll – keeping the practice top-of-mind across the Jacksonville metro area during a period of heightened competitive pressure.

What Made This Work:

This campaign demonstrates the power of pairing first-party audience intelligence with a disciplined multi-channel strategy. By replacing broad, inefficient Google SEM spend with AIM-powered precision targeting, CMG helped Jax Implant & Dentures not only defend against a new competitor but come out ahead – turning \$32,000 a month in ad spend into measurable, high-value patient acquisition at nearly 5x return. For high-ticket healthcare practices where every lead has significant revenue potential, the combination of behavioral data, cross-channel reach, and transparent attribution through the AIM dashboard proved to be a game-changing approach.

