



## Case Study

# Legacy Dental increases phone leads 300% from online marketing with Convirza.

### Overview

Dr. Jonathan Campbell wanted a powerful, yet simple, way to track ROI for online marketing channels. He also needed to ensure that the phones at Legacy Dental were being answered in an effective way... a way that encourages callers to become patients.

### Challenge

"It makes no sense for dentists to spend money on marketing without knowing which marketing is generating phone calls," Dr. Campbell says. "Using call tracking is critical to our success."

Legacy Dental has used several call tracking solutions (Convirza competitors) over the years. These solutions either didn't have the features Legacy Dental needed, or they were simply not easy to use.

"Our previous call tracking provider just didn't have the reports or features we needed," Dr. Campbell says. They also didn't offer adequate call recording. "We actually invested in an entire phone system to record our calls," he says.

But even that didn't solve the problem. The call recordings were difficult to access. And using several different products to track, record, and score calls was confusing.

"There just wasn't a very elegant solution," Campbell says. "To be frank, the other call tracking solution we used just didn't have that many features. It just didn't make sense."

### Solution

"Legacy Dental switched to Convirza in the summer of 2012. Dr. Campbell immediately noticed a difference.

"Convirza has streamlined and simplified our whole process," Dr. Campbell says. "Our old call tracking company required quite a bit of time. We had to go to 5 or 6 different reports to get the data we needed, but now I've got them all right on one screen and I can track trends one way or another."

### Company

Legacy Dental  
[www.LegacyDental.com](http://www.LegacyDental.com)

### Industry

General Dental

### Line of Business

Legacy Dental is a group practice located in Salt Lake City. Legacy Dental has 3 dentists and several staff members. They average around 100 new patients a month and spend around \$5,000 per month on marketing.

### Location

Salt Lake City, Utah.



[www.convirza.com](http://www.convirza.com)

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**Dr. Jonathan Campbell**  
Co-Owner  
Legacy Dental

Dr. Campbell says Convirza is powerful and easy to use.

“As far as setting up new campaigns, it is super easy,” Dr. Campbell says. “Some other call tracking solutions were a little challenging.”

Dr. Campbell was even able to easily set up Dynamic Number Insertion (DNI) to track calls from Google PPC ads or Angie’s List. “It wasn’t hard at all.”

## Results

Convirza showed Dr. Campbell that his Google PPC ads were generating higher call volume than he anticipated.

Thus, in an effort to optimize, Dr. Campbell shifted \$1000 of his marketing budget to buy more PPC ads. The results: 300% more calls from PPC ads in one month.

“My ROI is improving because I can optimize my spending,” he says.

Additionally, Dr. Campbell uses Convirza’s call recording and call commenting to listen to his office staff interact with customers on the phone. He even

leaves comments and provides suggestions to help them improve.

“I think you’re foolish if you don’t have something like this in place,” Dr. Campbell says. “There is the potential to spend marketing money that doesn’t produce results. Or worse, your marketing does produce results and your office doesn’t handle them well at all.”

## A Perfect Fit

“I would recommend Convirza to dentists, hands down,” Dr. Campbell says. “Dentists honestly shouldn’t spend any money advertising without using it.”

“The bottom line with Convirza is that it is just easier to use,” Dr. Campbell says. “The way it looks and behaves... it’s like an Apple vs. really old PC comparison. It is just cooler than all the other call tracking tools.”

## About Convirza

Convirza is the next generation of intelligent call tracking and marketing automation. Convirza allows marketers to track marketing ROI, close rates, lead quality, and call quality. Integrating award-winning features like Dynamic Number Insertion (DNI), full-scale Google Analytics integration, and exclusive Conversation Analytics. Convirza is the most robust call tracking solution on the market.

Sign up for a 30 FREE Trial by visiting [www.convirza.com/30-day-trial](http://www.convirza.com/30-day-trial) or call 866-811-8880



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