

POLISHED CAMPAIGNS BOOST DENTIST APPLICATIONS

With strategic digital campaigns and market-specific targeting, NAS helped Great Expressions Dental Centers find the success they needed through increased website traffic, return visits, and dentist applications across critical locations.



CHALLENGE

Great Expressions Dental Centers needed to expand website engagement and attract more dentist applications in competitive markets. Relying primarily on Indeed had limited their reach, and high vacancy levels in priority locations were impacting growth. They needed a cost-effective strategy to increase site traffic and boost qualified applications for dentist roles.

SOLUTION

NAS designed a location-focused media strategy that deployed search, display, and retargeting campaigns to drive interest among dentist audiences.

1

Campaigns were continuously adjusted by geography to prioritize markets with the greatest hiring needs.

2

Because dental talent is expensive to target, NAS optimized spend by rotating campaigns in and out of critical locations to maximize impact within budget.

3

Working in partnership with our client, NAS monitored performance data and placed optimized media in alignment with evolving hiring gaps.

RESULTS (Jan-Jun 2025 vs. Jul-Dec 2024):



By managing the full campaign lifecycle and adapting strategies in real time, NAS helped Great Expressions Dental Centers strengthen their presence in key markets and drive meaningful growth in applications from top talent.

18%

increase in visits

8%

increase in page views

4%

decrease in bounce rate

21%

increase in return visitors

Surge in interest, leads, and applications shared by the client