



Dentsply Sirona

Creating more smiles and more online revenue.

Challenge

With direct sales made primarily through product line reps, it took multiple calls for Dentsply Sirona customers to purchase the wide variety of dental supplies needed in their practices. A new and robust online portal would deliver a more streamlined and customer-centric experience, but first we needed to drive them there.

Results

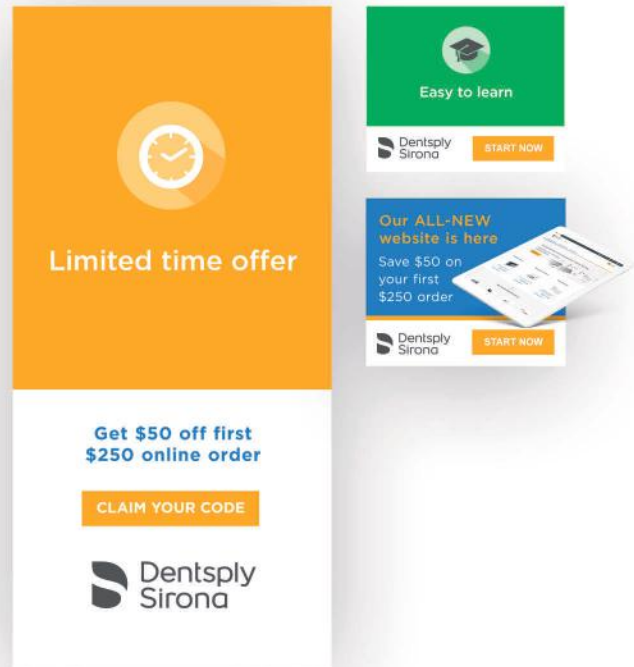


Strategy

Using the power of data, we could:

- 1 Target customers and prospects
- 2 Encourage portal interaction
- 3 Influence the non-linear, cross-device path to purchase

Key to our strategy? Flynn media and creative teams working seamlessly for a dynamic performance marketing campaign that was continually optimized.



Our Approach

Activate first-party data, expand reach through strategic data partnerships, and re-engage in-market shoppers through a data-driven media plan.

Develop an extensive library of digital assets designed for A/B and multivariate testing to optimize content and offers.

Measure and optimize media and messaging across display, social, and paid search to deliver breakthrough return on advertising spend (ROAS).

Keep everyone in sync with regular analytics evaluation and reporting, yielding ongoing success.

