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MAKING VIDEOS YOU CAN INTERACT WITH

# SMILEBRIGHT DENTAL

CASE STUDY PRESENTED BY  
INTERACTIVE VIDEOS CO.

# ABOUT SMILEBRIGHT DENTAL

Located in the heart of Sydney, SmileBright Dental is a modern, patient-first clinic known for its family-friendly approach, state-of-the-art equipment, and highly skilled professionals. From routine checkups to cosmetic treatments, SmileBright is committed to making every smile brighter and every visit smoother.



# THE GOAL

SmileBright Dental wanted to increase patient bookings while improving their online engagement and reducing dependency on expensive ad campaigns. Their primary focus was on attracting local patients searching online for dental services and converting more of those website and social media visitors into booked consultations—without overwhelming their team with manual follow-ups.



# THE CHALLENGE

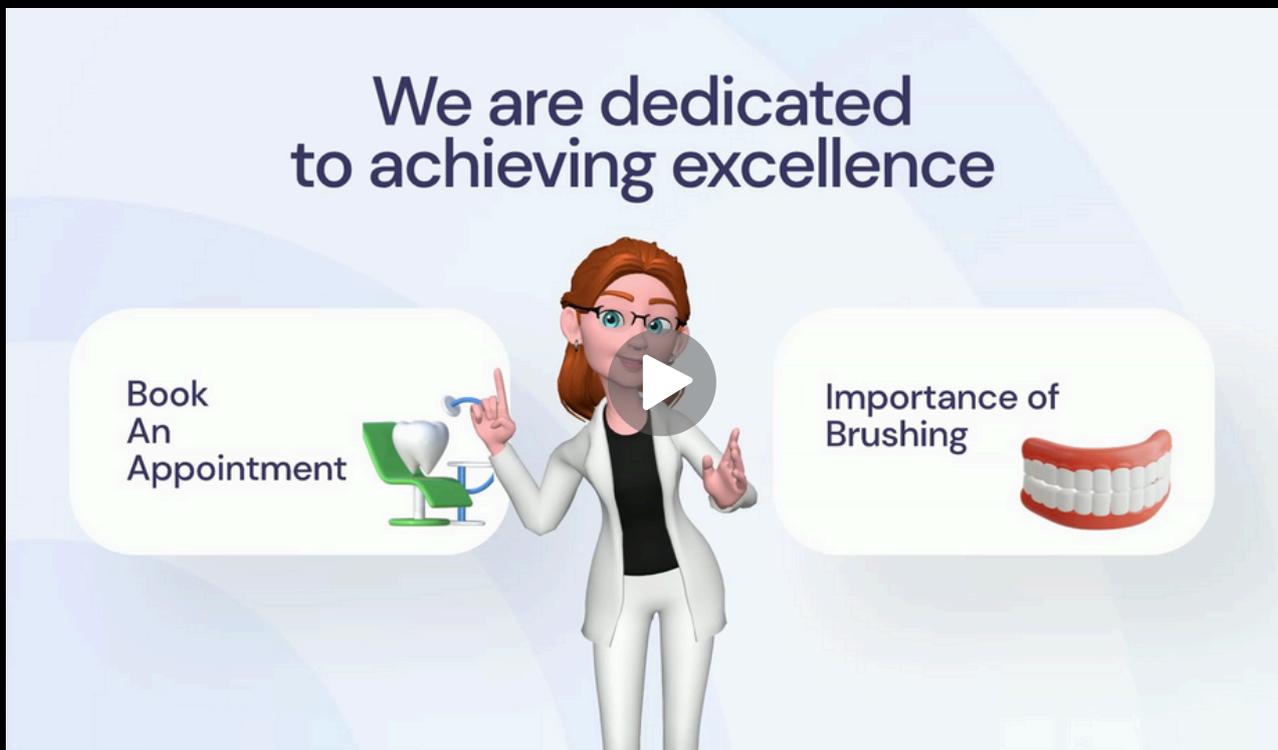
Despite offering top-notch services, SmileBright's digital presence was underperforming. Their website visitors were high, but conversion rates were low. Most potential patients bounced without exploring services or booking appointments. Static content wasn't enough to grab attention or guide users through their journey. They needed a solution that was engaging, informative, and actionable—all while keeping their branding and patient trust intact.



# THE SOLUTION

We designed a fully branded interactive video experience for SmileBright that:

- Educated patients about different treatments (e.g., teeth whitening, Invisalign, root canals)
- Let viewers select their dental concerns directly inside the video
- Provided instant info and guided them to book a consultation seamlessly
- Worked across their website, social media, and email newsletters



# THE RESULTS

- 1 42% Increase in New Patient Bookings
- 2 Average session time increased by 3.2x
- 3 Ad spend reduced by 38%
- 4 89% of viewers interacted with the video
- 5 Email sign-ups grew by 53% through the interactive lead capture
- 6 95% of users reported the experience as “helpful” and “engaging”

# WANT RESULTS LIKE THESE FOR YOUR DENTAL CLINIC OR HEALTHCARE PRACTICE?



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