



MOBILE**ADVANTAGE**[™]
PartnerPower

Grow Together. Win Together



A New, Scalable, High-impact Marketing Channel

Drives patient engagement and revenue growth for **dental practices** and their **strategic partners** through direct-to-cell phone marketing with the **Mobile Advantage Experience™**.



Dentists Enable Direct Brand Marketing

Brands can now bypass TCPA (Telephone Consumer Protection Act) limits on direct-to-phone marketing by tapping into opt-in programs run by partner practices.

Scalable, Growth Opportunity for Brands

- Average Patients per Practices = 1,500
 - 15,000 Practices = 22,500,000 Patient Contacts
 - Unlock Direct Access to Patient's Cell Phones for First Time
 - Piggy-back on Existing Dental Practice Relationships
 - ***You Sponsor the Connection. They Drive Your Sales Growth***
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Mobile Advantage Technology

To achieve its marketing objectives, **Mobile Advantage** utilizes three powerful technologies.

- Mobile Advantage App™ - *(Personalized Business Mobile App)*
 - Mobile Advantage Showcase™ - *(Mobile Business Digital Content)*
 - Mobile Advantage Digital Delivery™ – *(Multichannel Digital Delivery)*
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Mobile Advantage App™

- Branded per Business
 - Web-Based, No App Downloading
 - Easy-to-Navigate User-Interface
 - Category Customization & Prioritization
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Mobile Advantage Showcase™

- Personalized Content per Your Business
 - Effectively Organized by Category
 - Built-in Learning Libraries Through Templates
 - Interacts with Existing Websites and Webpages
 - Self-Manageable Content
 - **Focused on Existing Patient Interactions**
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Mobile Advantage Digital Delivery™

- QR Code Marketing
- Weblink Marketing - Existing Text Services, Websites, Social Media Posts, Email, etc.
- Text Delivery Service
- Drives Mobile Traffic to Mobile Advantage App & Showcase

Dental Practice Benefits

- Powerful, affordable marketing program that increases practice revenues
 - Access to extensive marketing resources and expertise
 - Improve patient loyalty, spending and referrals
 - Safeguards valuable existing patient relationships.
 - Proactive (“Push”) advertising keeps patients engaged
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Sponsored Brand Benefits

- Legal, Direct Mobile Access to Dental Patients
 - Immediate, Scalable, Consumer Interaction
 - Premium Product Visibility at Point of Service
 - Mutual Sales Growth with Sponsored Practices
 - ***NEW Exclusive Competitive Advantages***
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KEY TO PROGRAM SUCCESS

Strategic Partnership with Leading Industry Brands

- Whitening Products
- Toothbrushes / Pastes
- Mouthwash / Rinse
- Injectables
- Financing
- Distributors

Direct Access to Practices Nationwide!

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Sponsors Help Dentists Succeed and Help Themselves to Improved Sales & Profits.

Mobile Advantage Is Designed to Grow a Practice's Customer Base, Increase Patient Loyalty, and Improve All Aspects of a Dental Practice.

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How the Program Works

- Sponsors Provide Dentist Referrals & Funding for Program Infrastructure
 - Mobile Advantage Advisors Formalize Practice Relationships
 - Mobile Advantage Advisors Provide Sponsor & Practice Training/Support
 - Automated “Staggered” Quarterly Campaigns
 - One Campaign Dedicated to Referral Marketing
 - Real-time Dashboard Analytics for Practices/Sponsors
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Sponsored Dental Pricing*

- \$TBD per Month, No Contract (Suggested Retail @ \$149)
 - \$TBD One-Time Design & Setup (Regular Price @ \$495)
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*Dependent Upon Sponsor Contributions

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Industry Sponsor Pricing / Rebates

- Exclusive Sponsors by Category
 - \$TBD per Month / No Contract / Sub-Sponsor Opportunities
 - Share up to 15% Subscriber Revenue Rebate
 - Guaranteed Showcase Category Ad Placements
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Program Goals & Mission

The Mobile Advantage PartnerPower Program is dedicated to helping thousands of dental practices connect directly and effectively with patients through cutting-edge direct-to-cell phone marketing. Utilizing Mobile Advantage technology, we equip dental practices to engage millions of consumers with timely, customized mobile experiences that promote regular visits and proactive dental care.
