



ZAHNARZT GESUCHT? JETZT DEINEN ZAHNARZT FINDEN!

Einfach online ✓ Dein Termin ✓ Dein Preis ✓ Deine Behandlung ✓

[JETZT ZAHNARZT FINDEN](#)



Professional Online Ad Spaces & Strategies

Become known & famous with us!



Emil Nedev is one of the two co-founders of DentalAce

- Had the idea that led to the company's creation in 2012 when he had to get his wisdom teeth removed
- Founded DentalAce to create an online portal where patients and dentists can effectively connect and communicate with each other in an effort to solve the problems of lacking price transparency and appointment scarcity
- Designed the first prototype version of DentalAce in 2016 while studying at Columbia University in New York and has since then worked on the platform's expansion here in Vienna

With DentalAce you can ...



1

... **gain more new customers faster** via a *100% authentic online presence* on the #1 platform for dental care in Austria

2

... **maximize practice profitability** by conducting targeted searches for dentists/customers who are looking for your products/services

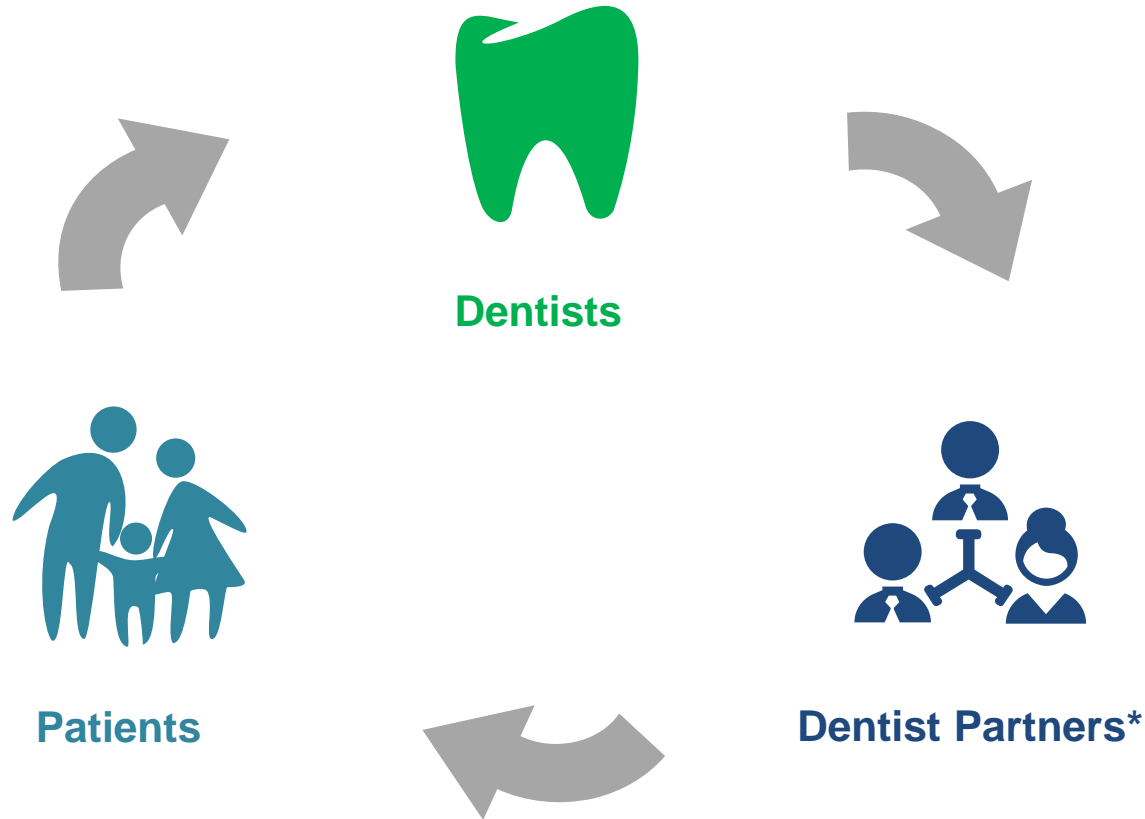
3

... **significantly reduce marketing costs** and get *better and more clearly measurable* results than with conventional marketing campaigns



Our Value Add for You

We will connect the dental ecosystem ...



DentalAce connects each segment of the dental care value chain in one spot

... and highlight each player's value prop ...



Clearly and visibly highlight your specialties

- **Highlight** your company name, logo, contact info, and **specialty areas**
- **Examples:** implants, braces, crowns, bridges, etc.



Achieve results via targeted DentalAce marketing

- Your **banner** across our entire portal or in **specialized portal sections**
- Highlight your focus areas to dentists via targeted **dedicated ads**








Find the right dentist customers for your dental lab

- Become and **stay top of mind** among dentists in your **targeted specialty area(s)**
- Build your **ideal customer base** through our portal

DentalAce enables broad as well as targeted marketing – all up to your choice

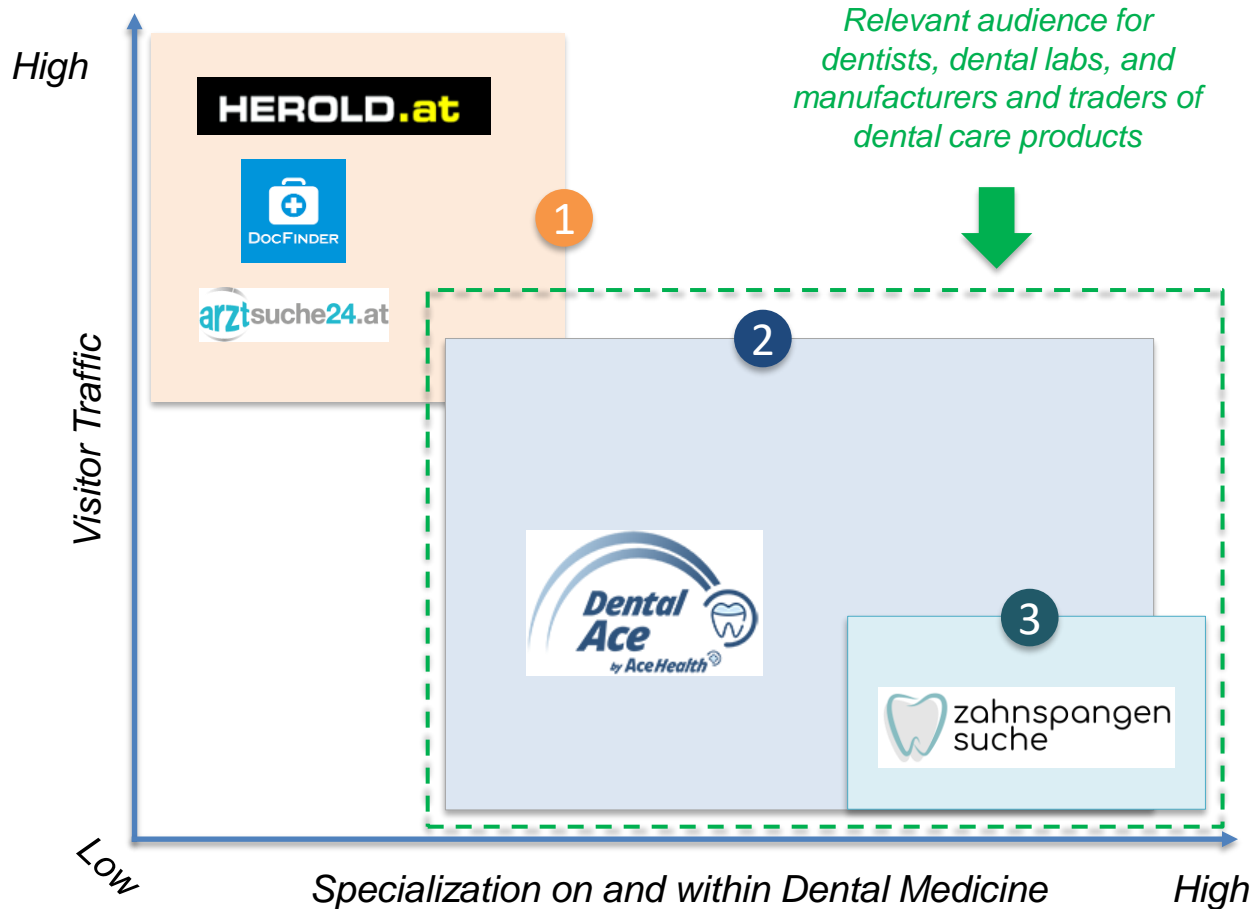
... with a, for Vienna, unique approach ...



Comparison Parameter		    und Others
Specialization	Dental medicine	All medical specialties <i>(Zahnspangensuche = exception)</i>
Designated Ad Spaces <small>(only for dental labs & technicians)</small>	Yes	Unclear / No
Contract Duration	Month to month optionality without lock-ins	Mostly annual contracts with automatic lock-in periods
Price <i>(incl. VAT)</i>	Clear and transparent <i>(see page 18)</i>	Unclear
Smartphone-optimized	Yes	Not all
Performance Statistics	Yes, monthly	Unclear / No

DentalAce is the only platform with designated ad spaces for dental care products/services only

... and targeted market positioning



Target Audience 1

- Several hundred thousand visitors per month, but only a fraction of those are interested in dental medicine

Target Audience 2

- Several ten thousand visitors per month, all of whom are interested in dental medicine

Target Audience 3

- Separate niche groups inside the dental medicine bucket (e.g. braces), which are all included in Target Audience 2

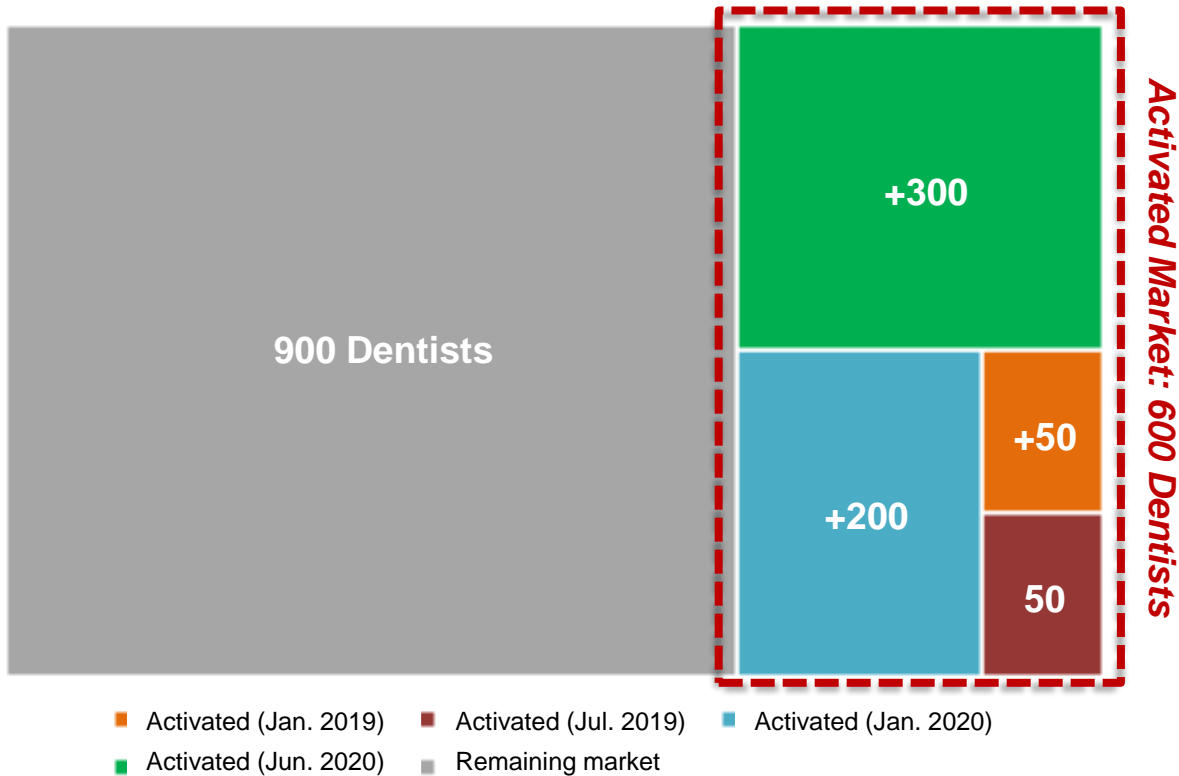
With DentalAce you can directly reach a very large part of the dental medicine-focused online target audience*. Other platforms offer augmentation potential.



Our Advantages & Measurable Results

A growing contingent of dentists ...

Roughly 1500 dentists practicing in Vienna



Dr. Dimitar Raynov ([LINK](#))

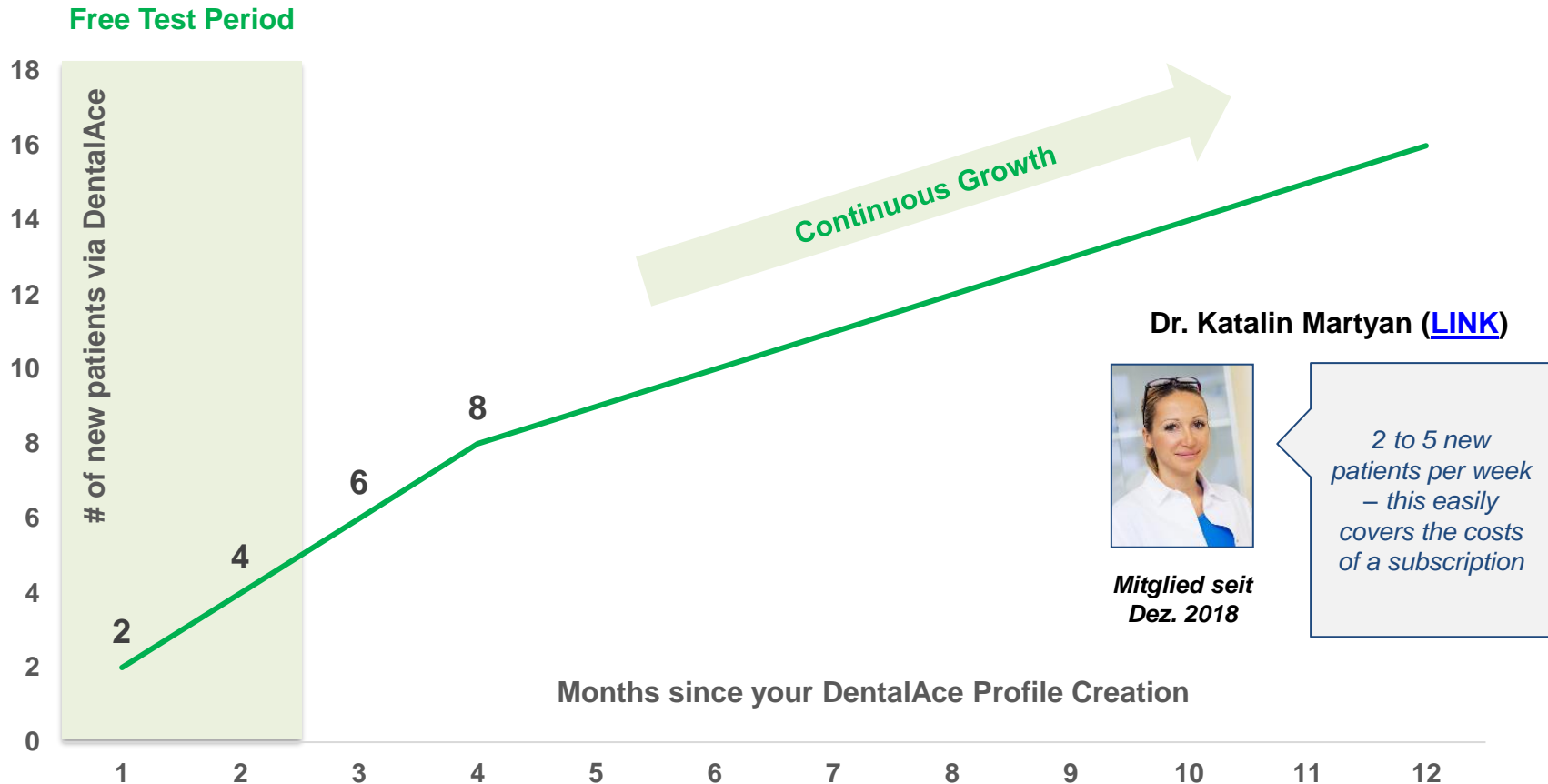


Mitglied seit
Mitte 2018

So far, I am
happy with the
DentalAce
offering and
everything is
going well :)

We can introduce you to 600+ dentists – number growing with each month

... enjoys our measurable results ...

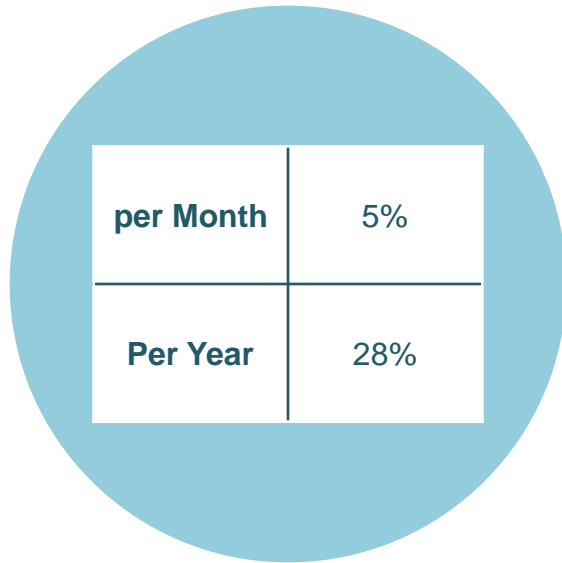


In the first 12 months with DentalAce, each of our members gained over 100 new patients

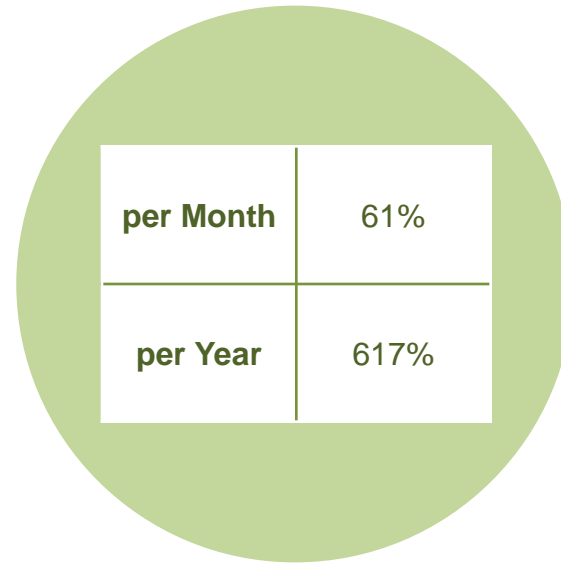
... and an increasing number of visitors ...



Average Visitor Number Growth (Jan. 2019 – Apr. 2020)




Average Member Growth (Jan. 2019 – Apr. 2020)




DentalAce is glad to report a growing influx of new visitors, patients, and members

... are attracted to our visible messaging




AMONG PATIENTS

Social Media Ads




Online Banners & Billboards



BANNER ADS

Press & Other Partners ([LINK](#))



Report
bz
Wiener
Bezirkszeitung
STADTGEMEINDE
LAA AN DER THAYA
nextdoc



AMONG COLLEAGUES

Expert Articles on Social Media



Expert Conferences



Interest Groups & Publications

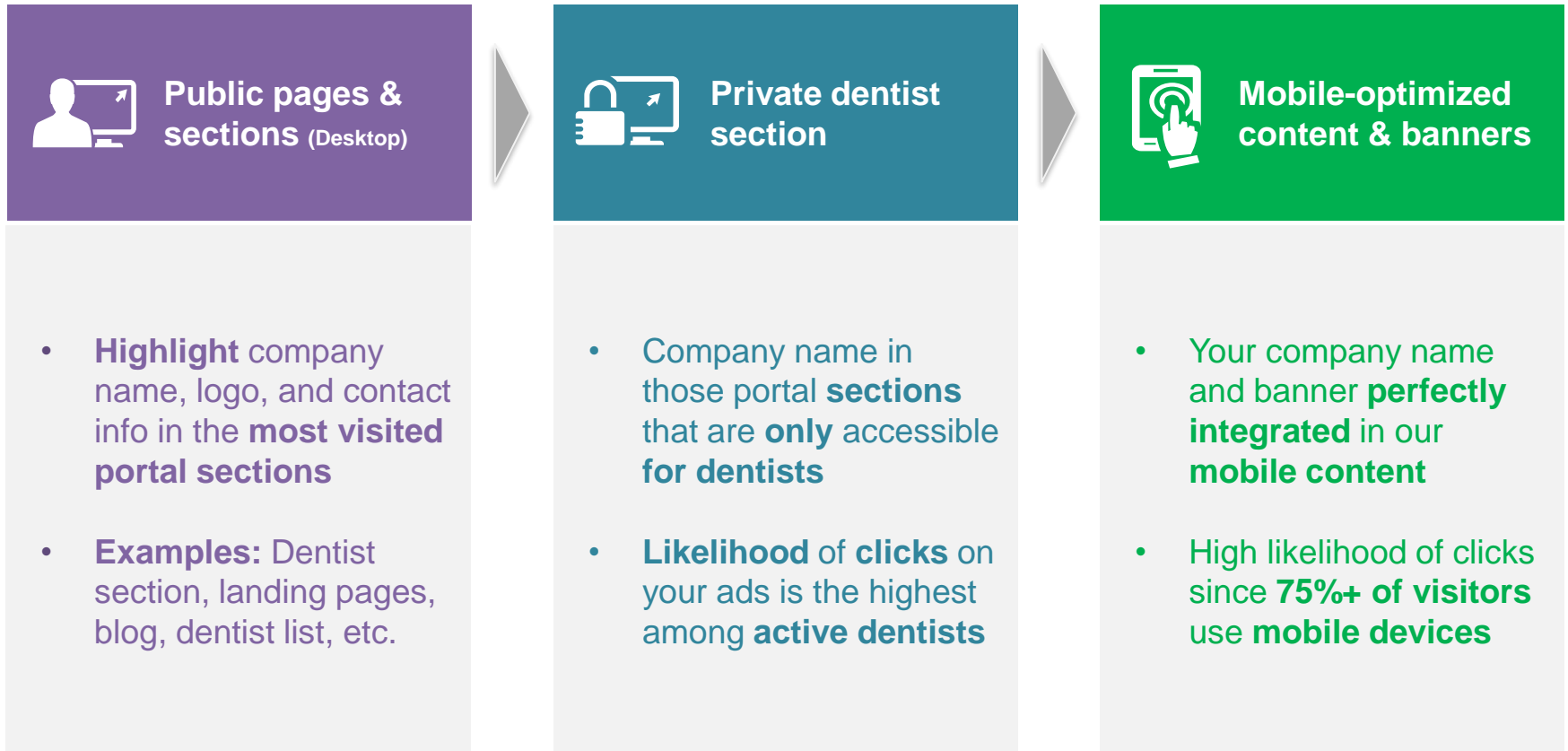


DEUTSCHER ZAHNÄRZTETAG
MEIN KONGRESS
Landes
Zahnärztekammer
Wien
ÖGE
5. Internationaler Kongress
der Österreichischen Gesellschaft für Endodontie
BUNDESZAHNÄRZTEKAMMER
ÖGE
Österreichische
Zahnärztekammer



Our Ad Spaces & Campaigns

3 channels for your ad campaigns ...

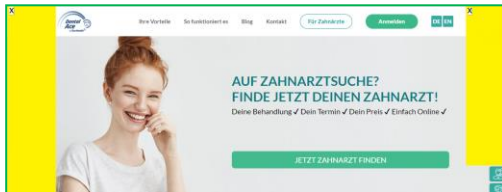


Ad campaigns can use 1 or more / all ad channels – all up to your wishes

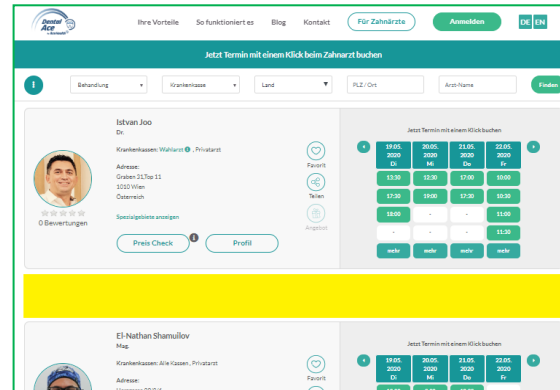
... including our landing & public pages ...



Landing Pages



Dentist List



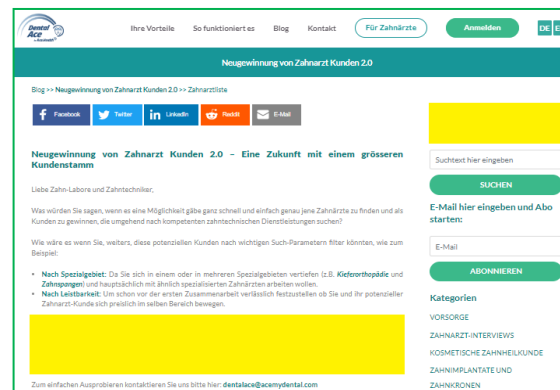
Description

- Page with highest visitor count
- Immediately captures the attention of all portal visitors right away
- Great channel, yet still a slightly lower conversion rate than our other 2 ad channels

Blog Main Page



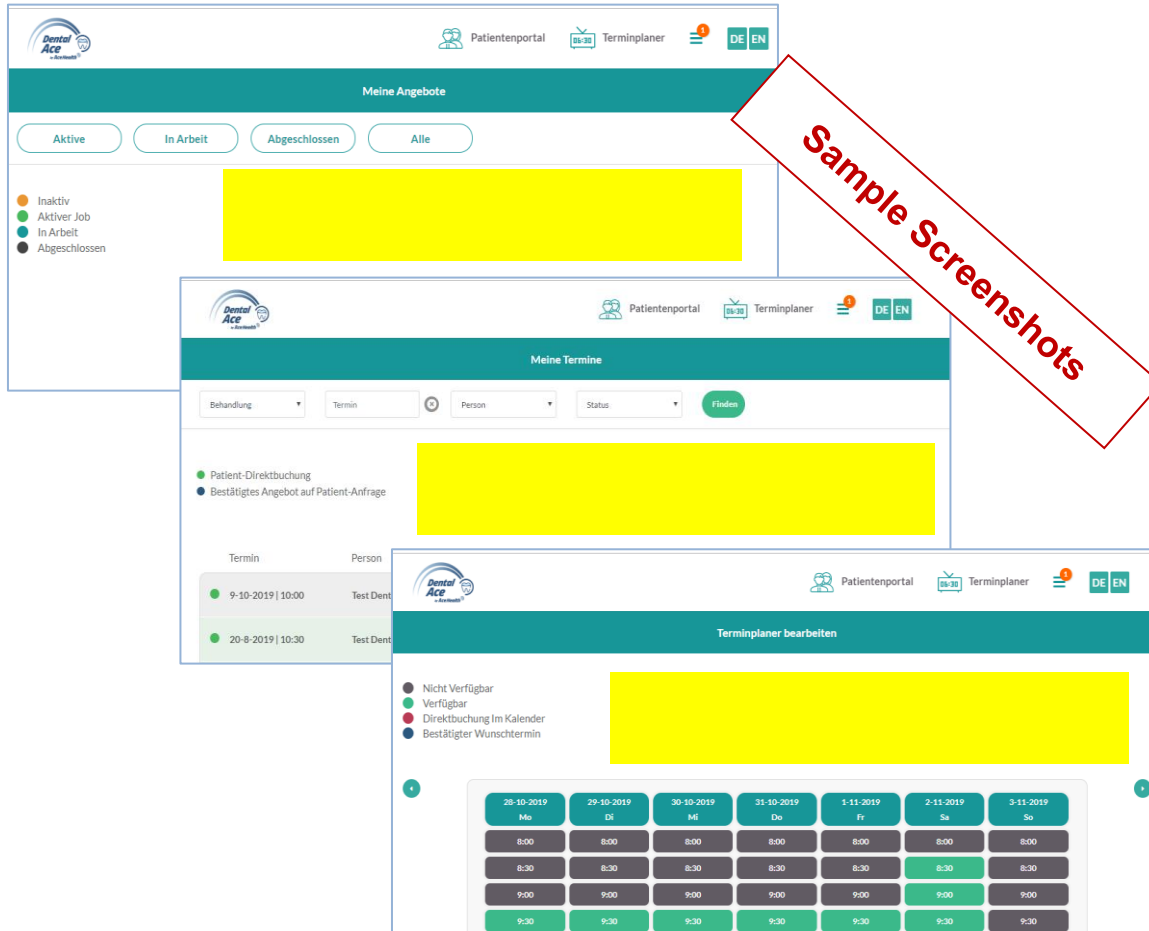
Blog Article Pages



DentalAce Recommendation

- Ideally, this channel should be an add-on to our other 2 ad channels and not the sole focus of your ad campaign

... and our private dentist area ...



Sample Screenshots

Ad spaces are positioned in central locations on each relevant page within the private dentist area which is where our dentist members spend most of their time on our portal (e.g., calendar, page, patient request portal, mailbox, etc.)

Description

- Visitor count is limited only to active and highly-engaged dentist members of our portal
- Immediately front and center for dentist members right after logging into their accounts
- Very high conversion rate since active members pay very close attention to content when visiting these pages

DentalAce Recommendation

- Definitely a main channel for your ad campaign via DentalAce

... as well as our monthly newsletters ...

Wir würden uns freuen Sie bald bei DentalAce willkommen zu heißen!


Mit freundlichen Grüßen,

Ihr DentalAce Team

PS: Unsere Info Session wird in Zoom stattfinden – ein Download Link zu diesem gratis Teleconferencing Programm folgt.

Your Article

Neukunden-Gewinnung 2.0 nach



Was würden Sie sagen, wenn Sie die Möglichkeit gäbe genau jene Kunden zu finden und anzusprechen, die Sie sich auch wünschen?

Ob nach Spezialgebiet oder Leistungsbereitschaft - mit DentalAce ist das alles erstmals kein Problem!

[Mehr erfahren](#)

Danke an unsere Partner im DentalAce



Da jetzt die Ausgangslage klarer ist, wollen wir von unserem Partner Netzwerk ein Danke schicken, denn unsere Business-Partner spielen eine überaus wichtige Rolle beim stetigen Wachstum unserer Plattform.

[Mehr erfahren](#)

Your Article

Vielen Dank an unsere Partner



DENT-TECH HG
ZÄHNTECHNIKER

+43664 5516091

Your Banner

Description

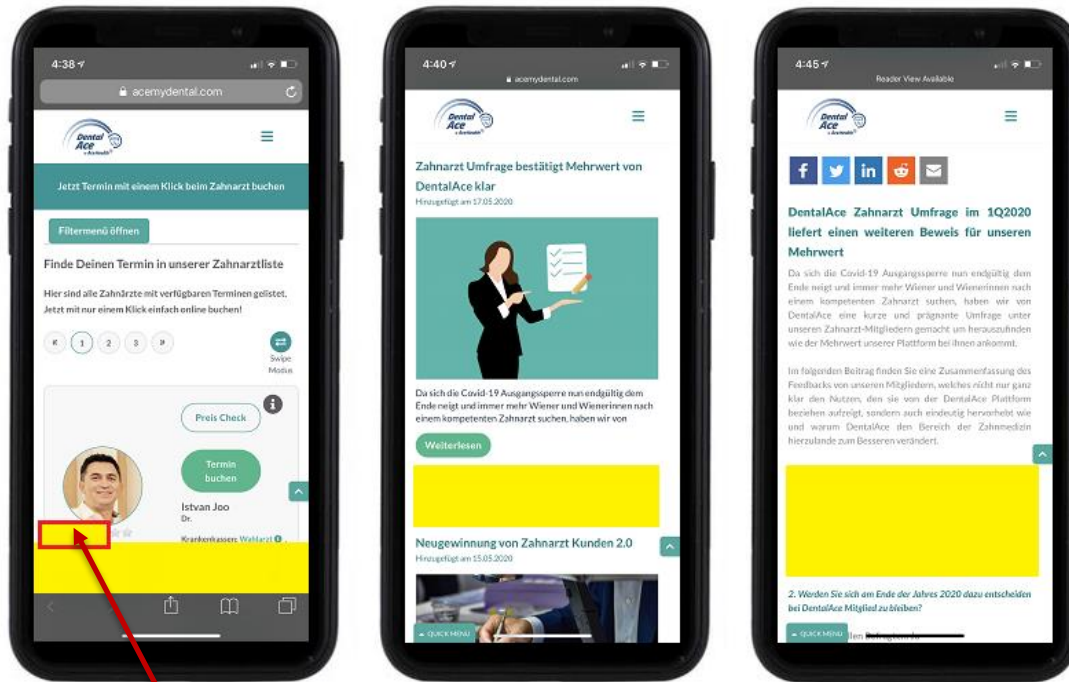
- Sent to 600+ dentists and to thousands of patients (number growing) here in Vienna
- Immediately visible for all newsletter recipients right away when they open their mailboxes
- Constantly growing readership with more and more visitors who find your content highly relevant

DentalAce Recommendation

- Definitely a main channel for your ad campaign via DentalAce

We would gladly add you to our newsletter mailing list to make sure that you receive our future editions automatically in your mailbox

... and, of course, mobile devices ...



Pop-up ad banner is available on all mobile pages and can be collapsed by clicking on this little flap

Ad spaces are positioned in central locations on each relevant page which is where our dentist members spend most of their time (e.g., blog, etc.)

Description

- Very high visitor count since a vast majority of patients and dentists use mobile devices
- Immediately visible for visitors through a seamless integration into our mobile content
- Strong conversion rate since a growing number of dentists is going mobile in recent years

DentalAce Recommendation

- Definitely a main channel if combined with another main channel for your ad campaign via DentalAce

... in combination with publications ...



Home >> Blog >> Zahnarzt Umfrage bestätigt Mehrwert von DentalAce klar

Zahnarzt Umfrage bestätigt Mehrwert von DentalAce klar

Hinzugefügt am 17.05.2020

Your article can be featured in the place of one of our usual blog posts in our blog section

Suchtext hier eingeben

SUCHEN

E-Mail hier eingeben und Abo starten:

E-Mail

ABONNIEREN

Kategorien

- VORSORGE
- ZAHNARZT-INTERVIEWS
- KOSMETISCHE ZAHNHEILKUNDE
- ZAHNIMPLANTATE UND ZAHNKRONEN
- ZAHNPROTHESE

Da sich die Covid-19 Auszanssperre nun endgültig dem Ende neigt und immer mehr Wiener und Wienerinnen nach

Description

- High visitor count consisting not only of dentists but also of patients
- Immediately visible for visitors thanks to a prominent display of our blog list and individual blog post thumbnails

DentalAce Recommendation

- An excellent addition to our standard ad campaign channels in order to effectively showcase your scientific research

... at clear and reasonable prices ...



Display Campaign – Public Sections	Format	Price per Month*
Main Pages (Landing Pages) – Skyscraper banners	Desktop	EUR 35
Dentist List (Search Portal) – Embedded banners between profiles	Desktop, Mobile	EUR 35
Blog Main Page – Native ad in place of blog post	Desktop, Mobile	EUR 30
Blog Main Page – Small rectangle ad between blog post thumbnails	Desktop	EUR 25
Blog Article Page – Native ad integrated into blog text	Desktop, Mobile	EUR 25
Blog Article Page – Small rectangle ad between blog post thumbnails	Desktop	EUR 20
Pop-Up Mobile Ad – on lower edge of smartphone screen	Mobil	EUR 35

Display Campaign – Private Dentist Sections	Format	Price per Month*
Calendar – Wide rectangle ad under menu bar	Desktop**	EUR 35
Appointment Overview / List – Wide rectangle ad under menu bar	Desktop**	EUR 35
Patient Request Portal – Wide rectangle ad under menu bar	Desktop**	EUR 35
Mailbox – Wide rectangle ad right under menu bar	Desktop**	EUR 35

- Banner size will be optimized for each customer in a way that makes them appear perfectly in focus on all electronic devices.

- Ad campaigns incl. 2+ dedicated ads via social media and logo inclusion in our dentist newsletters each month.

- We are continuously expanding our platform and will keep you updated on newly developed ad spaces in the future.

Our terms are the most competitive on the market because your success is our top priority

... that you can put into context yourself



DentalAce Value Calculators

- We have created intuitive calculators in Excel format with which you can estimate your potential gain from advertising on the DentalAce platform while using your own assumptions

DentalAce Recommendation

- Prior to selecting your banner combination, we advise you to use our value calculator to conduct a profitability estimate for your business

More info about our value calculators and the Excel files for download are available [HERE](#)



More Information & Next Steps

Let us get going with next steps



Landline: +43 1 925 38 19

Mobile: +43 699 126 926 40



dentalace@acemydental.com



“Feel free to contact us at any time if we’ve sparked your interest and we’re already looking forward to working with you!”



Emil Nedev
CEO / Co-Founder
Vienna, Austria