

Marketly Digital

Ad Intelligence Analysis

Meta Ad Library Deep Dive | December 2025

Campaign Overview

40+

Active Meta Ads

6+

Months Sustained

4

Core Campaigns

Campaign Distribution

Celebrity Dentist: 37% (15+ variations)

Case Studies: 30% (7 doctors)

New Patient System: 20%

Content Tools: 3%

Investment Estimate

Conservative: \$15,000/month

Aggressive: \$60,000/month

Duration: June 2025 - Present

Signal: Primary acquisition channel

Campaign #1: Celebrity Dentist

Core Message

Hook: "Become the dentist everyone knows and trusts"

Offer: Free Omni-Dentist Starter Pack

CTA: Learn more (75% of ads)

Landing: tools.marketlydigital.com

Target Audience

- Solo practitioners
- Ambitious dentists wanting local authority
- Dentists seeking celebrity status in market

Campaign Metrics

Volume: 37% of total ad portfolio

Variations: 15+ different creative executions

Video Length: 32-60 seconds

Format: All video

15+ variations of the same core message shows systematic creative testing. This is their flagship brand positioning campaign.

Campaign #2: New Patient System

75%

Promised new patient increase in 90 days

The Offer Structure

Hook: "Want to skyrocket your new patient flow by 75% in 90 days?"

Component 1

Top converting video scripts to attract high-quality leads

Component 2

The 1 trick to weed out price shoppers for good

Component 3

Call scripts that turn leads into loyal patients

Volume: 20% of ads

Purpose: Mid-funnel lead magnet

Proof: "Hundreds benefit"

Note: Mentions former brand

Campaign #3: Case Study Factory (Part 1)

30% of ad volume featuring 7 unique doctor testimonials, each targeting different pain points

Dr. Mahmood

196% call surge

Pain Point: Scattered marketing

Solution Angle: Clear strategy

Hook: "Tired of scattered marketing?"

Dr. Greg Pyle

150-mile patients

Pain Point: Post-pandemic slump

Solution Angle: Brand + website + authority rebuild

Hook: "Patients won't mind driving hours"

Dr. Hylan

25% growth + 4th location

Pain Point: Agency burnout/ghosting

Solution Angle: Reliable partnership

Hook: "Burnt out by agencies that ghost you?"

Silberman Dental

From 12 to 42 patients/month

Pain Point: Corporate competition, aging demographic

Solution Angle: Strategic younger patient targeting

Results: 65,386 ad impressions, 4x patients, hired associate

Case Study Factory (Part 2)

Dr. Messer

40% revenue boost

Pain: Inconsistent flow

Angle: Predictable systems

Dr. Saba

\$91K in 6 months

Pain: Empty calendar

Angle: iPhone videos + strategy

Dr. Bosk

380 in 3 months

Pain: Stuck at 20-30/month

Angle: Explosive scaling

Specific numbers signal authenticity: 196% not 200%, 150 miles not "far", \$91K not \$100K

7 case studies = comprehensive pain point coverage for any prospect situation

Campaign #4 + Funnel Architecture

Campaign #4: Social Content Tools (3% volume)

Hook: "Posting on social media shouldn't feel like a chore"

Offer: Free 2025 Social Media Calendar for Dentists

Purpose: Email list building, minor testing campaign

Landing: tools.marketyl digital.com

Complete Funnel Flow

Messaging: Pain Points Addressed

Agency Problems

- Ghosting and broken promises
- Vendor vs partner mentality
- Agency burnout
- "Agencies that promise but ghost"

Marketing Chaos

- Scattered marketing efforts
- Social media overwhelm
- Marketing costs more than it makes
- "Posting shouldn't feel like a chore"

Growth Barriers

- Stagnant patient flow
- Empty calendars
- Price shoppers problem
- Corporate dental competition

Core Value Propositions

Speed: "75% growth in 90 days"

Systematic: Turn-key systems vs piecemeal tactics

Partnership: Strategic partner vs agency/vendor

Accessibility: iPhone videos work (low barrier)

Authority: "Celebrity dentist" positioning

ROI Certainty: "Pays for itself" messaging

Credibility: "Since 1999, 2,500+ practices"

Results: Specific, measurable outcomes

Creative Execution

Format

Length: 32-60 seconds

Style: Testimonials + text overlay

Production: iPhone to moderate

CTA Distribution

Learn more: 75%

Download: 20%

Other: 5%

Landing Pages

15+ variations of single theme

6+ months sustained

Video lengths: 32s, 44s, 52s, 60s

Systematic optimization

Audience Targeting

Primary Audience

Core Target: Dental practice owners
Secondary: DSO decision makers
Geography: US-wide (no visible geo-restriction)
Demographics: Business owners 30-65

Segmentation by Message

Solo practitioners: Celebrity Dentist positioning
Growth-stage practices: Case studies showing scaling
Frustrated switchers: Agency burnout messaging
DIY marketers: Free tools and systems

Ad Objectives + Observable Signals

Inference: Likely using "Traffic" or "Conversions" objectives sending to lead magnet pages. Video format + Learn More CTA suggests optimizing for page visits.

Strategic Strengths

- 1. Testimonial Factory Model
- 2. Systematic Testing at Scale
- 3. Clear Funnel Progression
- 4. Proof Specificity
- 5. Brand Evolution Strategy
- 6. Investment Level Signal

Strategic Weaknesses + Gaps

- 1. Creative Fatigue Risk
- 2. Geographic Dilution
- 3. Missing Urgency Mechanisms
- 4. CTA Monotony
- 5. Pricing Opacity
- 6. Unknown Retargeting

Key Insights Summary

Testimonial Factory

7 case studies with specific numbers targeting every pain point

Modular Creative Testing

15+ variations = systematic optimization, not guessing

Specificity = Credibility

196% not 200%, \$91K not \$100K bypasses skepticism

Vulnerabilities

Geographic: National vs local focus

Urgency: No scarcity mechanisms

CTAs: 75% "Learn more" only

Vertical: Dental-only depth

Pricing: Complete opacity

Creative: 6mo fatigue risk

Ad Examples: Visual Representations

CELEBRITY DENTIST #1

Hook: "Want to become the dentist everyone knows?"

Length: 44s | **CTA:** Learn more

CELEBRITY DENTIST #2

Hook: "Tired of being just another dentist?"

Length: 32s | **CTA:** Learn more

NEW PATIENT SYSTEM

Hook: "Skyrocket flow by 75% in 90 days?"

Offer: Video scripts + call scripts

CASE STUDY: DR. MAHMOOD

Result: 196% call surge

Hook: "Tired of scattered marketing?"

All ads are video format, 30-60 seconds, landing on tools.marketlydigital.com or [www.marketlydigital.com case study pages](https://www.marketlydigital.com/case-studies)

Ad Examples: Case Studies

DR. GREG PYLE

150 miles

"Patients won't mind driving hours to see you"

Pain: Post-pandemic slump

DR. HYLAN

25% growth

"Opening 4th location"

Pain: Agency ghosting

SILBERMAN DENTAL

12→42/mo

"65,386 impressions, hired associate"

Pain: Corporate competition

DR. MESSER

40% revenue

"Tired of inconsistent flow?"

Solution: Predictable systems

DR. SABA

\$91K/6mo

"Empty calendar → revenue"

Angle: iPhone videos work

DR. BOSK

380/3mo

"Stuck at 20-30/month?"

Solution: Explosive scaling

Pattern: Each case study video is 30-60 seconds, features the actual doctor, uses oddly-specific numbers, and addresses a different pain point