

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.marketlydigital.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

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