## **Dental Campaign – Summer 16**

Neustar\*



## **Email Social Media Direct Mail Banners** Launching: 6/28 Launching: 6/28 Launching: 6/29 Launching: 6/24 · G: clicks · P: opens, clicks W: impressions, clicks G: clicks · N: clicks N: impressions, clicks N: clicks \*need Wunderman to integrate with Neustar\* www.carefirst.com/getbluedental Redirect W: users who use direct mail URL N: users who use direct mail URL W: Page visits attributed to banners · G: users who use direct www.carefirst.com/dentalhealth & direct mail mail URL · G: page views attributed to email, **Dental Landing Page** social media, direct mail N: page views attributed to email, social media, banners, direct mail N: CCI activity including sales CCI Landing page through to attributed to banners, social, direct mail. email application \*need Wunderman to integrate with